



Performance Marketing Associate

About Peach:

At Peach, our mission is to revolutionize car ownership across Sub-Saharan Africa by transforming the way people buy, sell, and maintain cars. We're building a dynamic marketplace powered by innovative technology, a customer-centric culture, and a commitment to fair business practices. Our vision is to create a seamless and accessible car ownership experience that makes vehicles more affordable, reliable, and sustainable for everyone.

Peach is on a bold path to becoming the largest car marketplace in Kenya, with the ambitious goal of selling 100 cars a month by the end of 2024. But we're not stopping there. We aspire to be Kenya's ultimate one-stop shop for all things cars, offering everything from vehicle sales and maintenance to financing solutions - all delivered the Peach way: trust, transparency, and customer-focused.

By continually pushing the boundaries of what's possible, we aim to reshape the car ownership experience in Kenya and Sub-Saharan Africa, making it easier, smarter, and more inclusive for every driver. Join us on our journey to change the way Africa drives.

About the Role:

Business unit	Marketing
Job Level	Associate
Reporting to	Marketing Manager
Key relationships and contacts	Broader Marketing team, Sales, Customer Success
Work Location	Nairobi
Tenure and nature of employment	Fixed term contract, full-time

Job Overview:

Peach Cars is seeking a results-driven Performance Marketing Associate to execute and optimize our online advertising campaigns. The ideal candidate will handle end-to-end campaign management, from strategy and execution to analysis and reporting, ensuring maximum ROI from all paid marketing initiatives.



Key Responsibilities:

- **Content and Brand Strategy**
 - Collaborate with the marketing team to brainstorm and execute creative concepts for campaigns.
- **Content Production**
 - Collaborate with the creative team to develop compelling ad creatives that drive conversions.
- **Ad Buying**
 - Plan, execute, and manage performance marketing campaigns across Google Ads, Facebook, Instagram, LinkedIn, and other relevant platforms.
 - Monitor and analyze campaign performance, identifying trends and opportunities to optimize for higher ROI.
 - Conduct A/B testing for ads, landing pages, and creatives to improve performance metrics.
- **Performance Management**
 - Work closely with the “Content Creation” team, both to set metrics for assessing effectiveness of content and then use these metrics to review and iteratively improve on content
 - Generate regular performance reports, providing actionable insights and recommendations.
 - Manage budgets effectively, ensuring optimal allocation and tracking.
- **Campaigns and Activations**
 - When / if necessary, take part - as part of the Marketing team - in online / offline activities
- **Market Awareness**
 - Stay updated with platform updates, algorithm changes, and best practices for digital advertising.
 - Research and implement new performance marketing strategies to reach and engage target audiences.

Qualifications:

- Bachelor’s degree in Marketing, Business, or a related field.
- 2+ years of experience in performance marketing or paid media management.
- Proficiency in ad platforms such as Google Ads, Facebook Ads Manager, and analytics tools.
- Strong analytical skills with the ability to interpret data and provide actionable insights.
- Experience with attribution models, audience segmentation, and customer journeys.
- Exceptional attention to detail and organizational skills.
- Ability to thrive in a fast-paced, results-oriented environment.

Knowledge and Experience:



Educational Background: A Bachelors degree in Marketing, Business or related field

Industry Experience: A minimum of 2 years of experience in marketing or paid media management.

Key Tool management: Proficiency in ad platforms such as Google Ads, Facebook Ads Manager and analytics tools.

Analytical Skills: Strong analytical skills with the ability to interpret data and provide actionable insights.

Customer Engagement: Experience with attribution models, audience segmentation and customer journeys.

Detail Oriented: Exceptional attention to detail and organizational skills.

Time Management: Proven ability to work under tight deadlines and manage multiple projects simultaneously.

Collaboration: Experience working collaboratively with cross functional teams, such as marketing, design and customer service, to ensure cohesive messaging and branding.

Peach Core Values:

Peach Cars is a values-driven organization. If you are interested in this role, please be prepared to speak to the following values, including how you understand them and would put them into practice in your efforts day-to-day.

- Ownership ~ Complete work is the expectation; going above and beyond is who we are and what we do
- Respect ~ Communication is key and this is always done respectfully, no matter how difficult; as a team, we may disagree but we commit
- Challenge ~ As a company, we are anti-comfort zones; Peach is a place for learning and growth

Join Our Team:

If you are a passionate and results-driven digital marketer with a knack for creativity and innovation, we want to hear from you! Join us at Peach Cars and be part of a dynamic team dedicated to revolutionizing the automotive industry.

To apply, please submit your resume to careers@peach-technology.com

Peach Cars is an equal opportunity employer and welcomes applications from individuals of all backgrounds. We value diversity and inclusion in our workplace.