JOB DESCRIPTION
POSITION: Growth Hacker
REPORTS TO: Marketing Manager
LOCATION: Johannesburg, South Africa

Ubongo Learning is Africa’s leading producer of kids’ edutainment. As a non-profit social enterprise, we create fun, localised and multi-platform educational content that helps kids learn, and leverage their learning to change their lives. Ubongo reaches millions of families across Africa through accessible technologies like TV, radio and mobile phones. Our show’s Ubongo Kids and Akili and Me currently air in 31 countries across Africa, in Swahili, English, French, and Kinyarwanda. We are currently adapting the shows to even more languages including Kikuyu, Luo, Yoruba, Hausa, Igbo, and Twi. This is a great time to join an organisation that’s rapidly growing across the continent, and work with a creative and impact-driven team committed to reaching as many families in Africa with life-changing edutainment.

We are looking for a Growth Hacker with experience in digital marketing to work collaboratively with our teams in South Africa, Kenya, Nigeria and Tanzania to grow the user base of our digital products (apps, ebooks, YouTube) and business to business service offering (Ubongo Impact). The ideal candidate has the ability to help us drive audience growth and retention through the development, execution and tracking of acquisition, sales and community engagement projects through different methods of marketing.

Though, we don’t just need a do-er but a go-getter as well; you must be willing to be challenged, think critically and creatively about the role that digital and growth marketing has in Ubongo’s continued expansion across the African continent and globally. People who work at Ubongo are passionate about education, kids, and making a difference. Whether you are an intern or a full-time employee we provide a work environment that is friendly, approachable and driven.

You are a good candidate if:

- You have the ability to think outside the box and devise unprecedented strategies to win new users.
- You have marketing, technical and analytical skills and are excited for an opportunity to combine all these skills on innovative projects where you can make a real impact.
You have an entrepreneurial mindset and are constantly looking for opportunities to grow our products and brand across different markets.

You are intellectually curious, and enthusiastic about learning new things, open-minded and flexible mindset.

You have a strong command of SEM, SEO, PPC, Google AdWords, Google Campaigns and can bid intelligently on keywords.

You understand that the digital advertising landscape is competitive, and that data and analytics are just as important and as meaningful as ad copy and impactful ad design.

You understand how to measure CPC and CPM and have experience tracking and measuring online advertising results.

You do more than report numbers and ad campaign activity. With your experience you can glean insight into data and analytics and you are able to provide intelligent input on how to strategically move forward and beat the competition.

You have an interest in market research and love understanding consumer behavior. Because of this you love learning about buyer personas and selecting different audience types for specific targeted ad campaigns and testing to see how they react to different messaging.

You find patterns in campaign results and you report insights as well as suggestions for improvement.

You have experience with marketing automation and understand the back-end process of how clickable ads translate into automatic e-mail responses.

You have good English speaking and writing skills

You have the ability to work independently and to think on your feet

You are a persistent but empathetic pusher. We've got to get things DONE.

Willing to speak up for what's right, when you see wrong, or when you think there might be a better way.

Persistence! We have a big goal and have to get things done with limited resources.

‘UTU’ (a Swahili word for humanity). This implies that you are honest, trustworthy, transparent and conscientious.

Passionate about education, storytelling, and being a changemaker.

Can work well in a dynamic environment with people in multiple countries.

Someone who loves kids. They're why we do what we do. They're running around our office all the time. Our kids' music and videos will become part of your life (and constantly stuck in your head).

Your day-to-day responsibilities require you to:
- Conceive of and measure digital, social media, marketing automation, and e-mail distribution campaigns that build brand awareness and drive product sales across multiple markets.
- Conduct A/B tests and analyse results to optimise your marketing campaigns.
- Own the SEO strategy and execution. Lead SEO audit of current assets and recommend architecture, process and content improvements.
- Implement SEO, PPC and ASO (App Store Optimization Marketing) best practices across all content.
- Oversee digital media planning & buying process from campaign initiation through final delivery of campaign metrics.
- Execute marketing campaigns using 3rd party campaign management platforms such as AdTech, Google DoubleClick Google Adwords (SEM/Display/Video), Facebook, Twitter.
- Responsible for keyword and ad copy builds, campaign implementation, optimization, reporting and ongoing account maintenance of Paid Search (SEM) campaigns.
- Track digital media campaigns, website analytics, and metrics on a daily basis.
- Manage digital media budgets & billing for programmatic media and other digital media-related costs.
- Gather, aggregate, and organize leads and customer data and work with our marketing team to establish leads generation campaigns.
- Generate monthly, quarterly and annual analytics, audience engagement, and campaign results reports and measure ROI, and develop KPIs.
- Stay familiar with the industry trends and competition, identify any strategic opportunities.
- Analyse email campaigns to identify opportunities to improve engagement.
- Analysing trends in growth marketing and making recommendations to the business on new avenues to explore. Experiment and implement new growth strategies to boost customer acquisition and retention.
- Designing and performing experiments to test the viability of new growth strategies across all channels: social media, SEO, SEM, email marketing, influencer engagement, PR, content etc.
Create viral growth through referral marketing and other growth hacking techniques
Establish methods and processes to ensure measurements and experimentation can be done in a scalable and repeatable model
Manage lead generation campaigns through various digital marketing channels
Drive new customer acquisition through email marketing, influencer marketing, content marketing, video marketing, FB ads, etc

Requirements

- You love what we do, and are driven by our mission and values
- A minimum of at least 2 years’ experience in digital marketing and running growth marketing campaigns
- Previous experience at a tech/start-up/growth business is not required but a bonus!
- In-depth knowledge of various social media platforms, best practices, and website analytics
- Solid understanding of HTML, CSS, and JavaScript is preferred
- Highly skilled in SEM, SEO, PPC, Google AdWords, Google Campaigns and can bid intelligently on keywords
- Highly creative with excellent analytical abilities
- Outstanding communication and interpersonal skills
- Up-to-date on the latest trends and technologies in digital marketing
- Highly competent in logical thinking and has the ability to apply that to real-world situations

Phew! You made it through that. The good thing is that there are also perks, like delicious healthy lunch at the office, health insurance, and you get to watch cartoons at work.

To apply, please answer ALL the questions on this ONLINE form (only complete applications will be considered)