



+ We're Hiring

Marketing Assistant (Internship/ Entry level)

+ Job Title and Overview

Position Title: Marketing Assistant

Location: Kigali, Rwanda (Remote with occasional meetings, if required)

Employment Type: Full-Time (Internship or Entry-Level)

Reports To: Digital Marketing Manager

+ About Quantum Investments Ltd.

Pezzy is a fintech platform that helps young Africans **track mobile money expenses, save effectively, and access financial wellness tools**. As we grow, we're looking for a **Marketing Assistant** to support our content creation, campaign execution, and community engagement efforts.

This is a **hands-on role** for someone passionate about **social media, content creation, and digital marketing**.

+ Key Responsibilities

- **Content Creation & Management**
 - Assist in drafting, scheduling, and posting content across LinkedIn, Instagram, Facebook, TikTok, and WhatsApp groups.
 - Create visual assets (graphics, short videos, GIFs) using Canva, CapCut, or similar tools.
 - Monitor comments and messages to ensure timely engagement and brand consistency.
- **Campaign Support**
 - Research social media trends, audience insights, and engagement strategies to inform content.
 - Support the implementation of social media campaigns, contests, and promotions.
 - Track and report campaign performance using basic analytics tools.
- **Administrative Tasks**
 - Maintain a content calendar aligned with Rwandan holidays and key financial events.
 - Organize files, brand assets, and reports for easy access.
 - Work closely with the digital marketing team to meet content deadlines.
- **Kinyarwanda Translation**
 - Translate social media content into Kinyarwanda to ensure accessibility and local relevance.
- **Trend Awareness**

- Stay updated with social media trends to ensure Pezzy’s content remains fresh, engaging, and relevant.
- **General Support**
 - Research competitor activity and industry trends to inform marketing strategies.
 - Brainstorm creative content ideas with the digital marketing team.
 - Help manage collaborations with influencers, brand ambassadors, and strategic partners.
- **WhatsApp Group Management**
 - Engage with members in WhatsApp groups to foster community and meaningful conversations.
 - Respond to questions, share updates, and ensure group rules are followed.
 - Schedule and post content, reminders, and announcements in the groups per the content calendar.
 - Monitor group activity, address concerns, and escalate issues when necessary.

+ What We’re Looking For

Must-Have Skills & Qualities

- ✓ **Passion for digital marketing and social media**—you love creating, engaging, and learning!
- ✓ Strong writing and communication skills in **English & Kinyarwanda**.
- ✓ Familiarity with **Instagram, LinkedIn, Facebook, TikTok, and WhatsApp** engagement strategies.
- ✓ Basic experience using **Canva, CapCut, or similar content creation tools**.
- ✓ Ability to **work independently**, meet deadlines, and collaborate with a team.

Bonus Skills (Nice to Have)

- + Previous experience managing **social media pages or online communities**.
- + Basic knowledge of **Google Analytics, Meta Business Suite, or social media reporting tools**.
- + Interest in **fintech, financial literacy, or personal finance content**.

+ What We Offer

- ✓ A chance to work with a **fast-growing fintech startup** in Rwanda.
- ✓ Hands-on experience in **content creation, digital marketing, and community building**.
- ✓ A **dynamic and creative work environment** where your ideas are valued.
- ✓ **Mentorship and training** in digital marketing and brand management.

+ How To Apply

Send your **CV and a short cover letter** explaining why you’re the best fit for this role to **talk@pezzy.app** by **7th February 2025**.

Subject Line: *Application for Marketing Assistant – Pezzy Rwanda*

Join us in shaping the future of financial wellness in Rwanda! 🚀