Job Title: Digital Sales & Social Media Lead

Business Unit: Sales & Marketing

Liberty Afrika Technologies Limited is a financial services Company licensed by the Central Bank of Kenya as a Digital Credit Provider, with a vision to provide Micro Loans to Public Service employees in the Republic of Kenya as well as employees of selected companies. Our loans are delivered under the Okoa Sasa Brand, www.okoasasa.com

Job Description

The Job holder will oversee the creation, management, and execution of the Brands online Prescence using online platforms, technology, and data-driven strategies, such as e-commerce, social media, and CRM tools; to connect with customers and drive brand visibility and revenue. The role demands a creative mindset, analytical thinking, and strong communication skills, and mandatory experience in Fintech / financial services industry.

Responsibilities

- Management of brands social media accounts including all aspects of social media presence, from content creation to scheduling posts and engaging with target audience, ensuring a consistent and impactful online presence.
- Develop and implement social media strategies and campaigns.
- Create engaging content including text posts, videos, and images.
- Monitor and respond to comments and messages in a timely manner.
- Analyze and report on social media performance using analytics tools.
- Stay up to date with the latest fintech trends and best practices.
- Collaborate with cross-functional teams to ensure brand consistency.
- Manage social media advertising campaigns to promote brand awareness.

Qualifications

- Bachelor's degree in technology, communications, or business-related field.
- Hands-on experience in social media marketing and content creation.
- Strong understanding of social media platforms and their algorithms.
- Excellent writing, editing, and communication skills.
- Ability to multitask and manage time effectively.
- Experience with social media analytics and reporting tools.
- Creative mindset with a keen eye for detail.

Skills

- Strategic Thinking: Understanding social algorithms and how they affect organic reach.
- Content Creation: Proficiency in design tools and video editing.
- Use of Analytics Tools.
- Communication: Strong copywriting skills tailored to different platforms.

Interested candidates can send their CV and cover letter to hr.okoasasa@libertyafrika.co.ke

The deadline for applications is 2nd April 2026