

**Position: Marketing Associate, Acquisition****Reports to:** Head of Marketing and Sales**Location:** Kigali (Rwanda)**Expected Start Date:** October, 2026**Apply by:** Rolling, applicants are encouraged to state their interest early**About Numida:**

Numida exists to help ambitious African small business owners achieve their dreams through accessible, digital financial services. Traditional lenders have failed this market, so since 2021 we've built a fast, fair and convenient working capital product that has disbursed more than \$170M to over 118,000 businesses across East Africa.

Our vision is to enable 1 million African small business owners to achieve their dreams by 2030. To achieve this we are executing our mission of *building financial products to catalyze meaningful change for ambitious African small business owners and their communities*.

We are Uganda's first YC-backed fintech and one of Africa's fastest-growing technology companies. We are expanding rapidly across the region and building products that deeply serve entrepreneurs in meaningful, practical ways.

Find out more at <https://numida.com>.

About the role:

We launched in Rwanda in 2026, and the business has grown every month since. The market is responding well, and the team is scaling behind it.

What we are missing is a dedicated marketing presence on the ground. Work planned centrally has consistently taken longer to reach the market than it should, and content, media partnerships and Kinyarwanda copy have all waited on shared capacity. This role changes that.

You would be our first marketing hire in Rwanda, which means real ownership from the first week and a genuine hand in how Numida shows up in this market. Strategy is shared. You will help shape it alongside the Head of Marketing and Sales and the central marketing team, and your read on the market will carry real weight. Where the accountability sits with you is delivery.

Where your focus sits

This is a generalist role, and we want to be clear about that from the start.

Around 70 percent of your time sits with acquisition marketing for Rwanda. That is your home, and it is what we are hiring you for.

The remaining 30 percent goes to wider marketing priorities across the department. We are a small team covering three markets at different stages, so priorities move. In practice, that might mean supporting a campaign running in another market, helping a product launch land locally, contributing to team-wide research, or covering a colleague during a busy period. It is shared work, and everyone in the team carries some of it, including your manager.

We put this in writing because it is real. If you would prefer a role with a fixed, unchanging remit, this is probably not the right fit. If you like variety and enjoy being useful across a function, you will do well here.



What you will own

1. Content and community

- The monthly content calendar across our social channels, in both English and Kinyarwanda.
- Building, scheduling and publishing content.
- Community management in conjunction with customer care. Most inbound messages ask how to apply or what is happening with an application, so responding well and routing quickly to sales makes a direct difference.
- Kinyarwanda copy. You will either write it or own the native speaker review before anything is published. Getting the language right is one of the most valuable things this role does.

2. Paid and earned media

- Media and publisher partnerships, including briefing newsrooms and checking compliance language before anything runs.
- Radio and broadcast scheduling, covering booking, script approval and confirming that spots aired as agreed.
- The influencer and creator programme. Sourcing, briefing, contracting, attribution and a monthly view of what each creator delivered.

3. Client stories and assets

- Finding clients who are happy to share their story publicly, in their own language.
- Consent and image release forms completed before any filming or photography. As a regulated lender this matters to us and to our clients.
- Scheduling shoots and getting usable assets back on time.

4. Direct channels and sales support

- SMS, in app and WhatsApp campaigns, from defining the audience through to reporting back.
- Assets for the sales team, including banners, flyers and agent talk tracks, written in Kinyarwanda first.

5. Budget and administration

- Tracking spend against the Rwanda marketing budget, and handling vendor contracting, invoicing and payment follow-up.

How the role runs

- Monday. The week is confirmed, and the assets are ready to go.
- Midweek. A performance read covering spend, leads and results by source.
- Friday. The following week is drafted and in review.
- Late in each month. The month ahead is agreed and locked.

How performance is reviewed

We reviewed four things. The specific measures are agreed with your manager when you join and revisited each quarter, so they stay relevant as the business moves.

- **Business impact.** The commercial result your work contributes to in your market or area.
- **Delivery.** Whether work reaches the market when it was planned to, and whether the budget is used as intended.



- **Efficiency.** Whether the cost of the results you produce improves over time.
- **Collaboration.** How well you work with sales, data and the rest of the marketing team, and how well you share what you learn.

Delivery carries real weight here. Work that reaches the market on schedule and teaches us something is worth more to us than perfect work that arrives late.

Your first 90 days

These are milestones rather than targets. We are looking for early signs that you can hold work together and make sense of a new environment.

1. You understand our clients, our products and our numbers well enough to have your own opinions about them.
2. The work you own is running to a plan that other people can see, with the dates being met.
3. Your key relationships are in place, inside the team and with the partners and vendors you rely on.
4. You have brought us at least one idea we had not thought of, based on something you observed rather than general best practice.

What we are looking for

- Around two to four years of hands-on marketing execution, from an agency, startup, telco, financial services or FMCG background.
- Kinyarwanda as a first language. You will be writing in it, reviewing it and making judgement calls about tone in it.
- Experience running things end to end. Booking the media, following up the invoice, being present at the shoot and pulling the report afterwards.
- Breadth. You are comfortable moving between copy, content, media, events and sales support in the same week.
- Organisation that other people can see. Clear calendars, trackers and files.
- Enough ease with numbers to read a performance dashboard and explain what it means.

What would help you stand out

- Experience in financial services or another regulated sector.
- Having been the first or only marketing person somewhere.
- Design, photography or video skills, even at a basic level.

Is this role right for you?

This is a hands-on, broad role in a market we are still building. If you like ownership, variety and being the person who makes things happen, it will suit you well. If you are looking for a role focused mainly on strategy with execution handed to an agency, this is not that role, and we would rather be upfront about it.

Sharing what you build

Keeping your work visible to the wider team is part of the job rather than an extra. We will ask you to maintain a working playbook for what you own, a vendor and partner list with rates and contacts, and records of what you ran and what came of it.

This protects you as much as it protects us. It makes leave, handovers and growth in the team far easier for everyone.



How we work together

- You report to the Head of Marketing and Sales, who sets your priorities.
- You will work hand in hand with the Rwanda sales team. This is a partnership rather than a reporting line, and marketing remains your home.
- A weekly check-in with your manager. Short, direct and focused on what shipped and where you need support.

Why this role is worth taking

- Real ownership. You will run things end to end rather than support someone else running them.
- Breadth. Three markets, several products, and a marketing function still being built, which is unusual exposure at this level.
- Proximity. You report directly to the Head of Marketing and Sales, so there is a short line between your work and the decisions it informs.
- Room to grow. The team is expanding, and people who do well here take on more, quickly.

Why Join Numida?

- You will play a major role in shaping the next era of operations at Numida.
- You will join a mission-driven team transforming access to finance for African entrepreneurs.
- You will work with smart, caring people who value clarity, ownership and teamwork.
- You will receive competitive compensation, a flexible hybrid environment and strong opportunities for growth and leadership development.

How to apply

Send your CV and a short note telling us about one piece of work you delivered from start to finish, including what worked, what did not, and what you would do differently. We are more interested in that than in a formal cover letter.

Applications to <https://forms.gle/9LwsJ2atTzNFGVor9>. We review on a rolling basis and will come back to every applicant.

Numida is an equal opportunity employer. We welcome applications from everyone, and we make our hiring decisions on merit. If you need any adjustments to the process, tell us, and we will arrange it.