Position: Product Associate (Rwanda & Kenya)

Location: 1 role in Kigali, Rwanda, 1 role in Nairobi, Kenya

Expected Start Date: June 1, 2026

Apply by: April 10, 2026

Reports to: Product, Growth

About the role:

Numida is looking for Product Associates based in Nairobi and Kigali to support the Product & Growth teams in understanding customer needs and improving our product impact in their country market.

In this role, you will gather feedback directly from customers, support translation and localisation of product content, and help introduce new features to users in-country. You will act as a key link between customers and the Product & Growth teams, ensuring that customer insights inform how our products evolve.

This role is ideal for someone early in their career who is curious about digital products and passionate about improving financial outcomes for small businesses.

Key Responsibilities:

Customer Feedback & Research

- Speak regularly with customers to understand how they use Numida's products
- Conduct customer visits, surveys, and feedback sessions with customers and internal teams
- Document and share customer insights with the Product team and wider business

Product Launch Support

- Help introduce and explain new product features to customers in-country
- Support pilots and collect feedback during early feature rollouts
- Monitor performance and share insights that improve features before wider launch

Translation & Localisation

- Support translation of product content, research materials, and customer communications
- Ensure product messaging is clear and culturally relevant for customers
- Help adapt product instructions and support materials where needed

Champion Customer Needs

- Represent the voice of country customers and internal users within the global Product team
- Highlight key challenges and opportunities to improve the customer experience
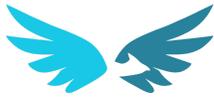
Data analysis & utilization

- Create, manage and monitor data dashboards for your projects to ensure KPIs remain on track
- Derive relevant insights, which can be merged with qualitative viewpoints to confirm or reject a hypothesis, from the data dashboards

Skills & Experience:

Customer-focused mindset
You enjoy speaking with customers and understanding their challenges and needs.

Strong communication skills
You can clearly communicate ideas, insights, and feedback both verbally and in writing.

Language skills
Fluent in spoken and written English and Kinyarwanda or Swahili, with the ability to support translation and localisation.

Organised and proactive
Able to self-manage tasks, document feedback clearly and proactively follow up when needed.

Curiosity and willingness to learn
Interested in technology and digital products, with a desire to learn how products are built and improved.

Additionally, you'll be a good fit if you align with our **Product Values**:

- **Be Human** - we put our users first and turn their needs into a personalised experience
- **Be Responsible** - we value the trust and privacy of our customers and offer only secure and reliable services
- **Be Simple** - we make financial services inclusive by designing with accessibility and diversity in mind.
- **Be Innovative** - we challenge our assumptions through collaboration, making bold choices to push boundaries.

How to Apply:

Apply on the link below by March 31st, 2026 @11:59pm

https://forms.gle/evaSZYZGwmhdHoVn7

We will conduct interviews on a rolling basis, so you are encouraged to apply as soon as possible.