



## Head of Marketing

Cofundie ([www.cofundie.com](http://www.cofundie.com)) is a tech startup based in Ghana and Nigeria providing financing for the development of buildings using alternative materials and techniques. We are building Africa's first financial institution working to mainstream the use of alternative materials as a means of solving the housing crisis in West Africa.

Cofundie offices are currently located in East Legon, Accra, Ghana. However outstanding applications from candidates outside this area will be considered for remote work.

## Job Description

We are looking for a Head of Marketing who'll lead all our marketing activities from social media and digital campaigns to advertising and creative projects. Head of Marketing responsibilities includes developing plans to help establish our brand, allocating resources to different projects and setting short-term and long-term department goals. If you're a skilled Marketing strategist, able to inspire your team members, we'd like to meet you.

Ultimately, you will run our Marketing department in ways that promote higher profitability and competitiveness.

- Craft strategies for all Marketing teams, including Digital, Advertising, Communications and Creative
- Set, monitor and report on team goals
- Design branding, positioning and pricing strategies
- Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material)
- Analyze consumer behaviour and determine customer personas
- Identify opportunities to reach new market segments and expand market share
- Monitor competition (acquisitions, pricing changes and new products and features)
- Coordinate sales and marketing efforts to boost brand awareness
- Participate in the quarterly and annual planning of company objectives

## Experience & Skills

- Bachelor's Degree in a business-related area (e.g. Marketing, Communications) preferred; or equivalent work experience in a media-related business or in a startup
- Work experience in or leading a marketing team, preferably within our industry or in a startup
- Up to date knowledge of marketing best practice and an eye for creative marketing opportunities.
- Fluent in English
- Ability to write professional and well-researched articles (previously published articles on any topic are a plus)
- Highly motivated, self-starting individual with initiative and drive to succeed
- Eagerness to learn, continually seeking to improve marketing skills
- Strong time management and follow up skills, ability to work with deadlines
- Experience running successful marketing campaigns
- Leadership skills with the ability to set and prioritize goals

## Benefits

- Opportunity to create an impact in a newly funded startup that is disrupting the real estate space
- Areas of responsibility with the potential to grow (after a period of onboarding)
- Work directly with the CEO of the company in a small team
- Employee stock options (After a vesting period)
- Regular team events

## How to apply

Send your CV and a short motivation letter to [info@cofundie.com](mailto:info@cofundie.com). Title the email "Application for Head of Marketing Role".

In the body of the email, you can attach links to any published article you have written (your personal blog also counts) or marketing material that you have created in the past.

