



Job Title: Content Creator & Social Media Management Trainee
Reports to: Brand and Digital Lead
Department: Sales & Business Development
Location: TMT Building , 2nd floor Ntinda Bukoto rd
Employment Type: Full-Time

1. About Us

RukaPay is a Ugandan fintech regulated by the Bank of Uganda (PSP/PSO licensed), operating under the registered name Rhino Payments Services Ltd as a Private Limited Company. Founded in 2023, RukaPay's vision is rooted in financial inclusion, digital transformation, and responsible leadership. Our founders bring deep experience in finance, compliance, and technology, driving a mission to make financial access and business growth simple, safe, and rewarding for every Ugandan. We are looking for a creative, proactive, and digitally savvy individual to join our team as a Content Creator & Social Media Management trainee.

2. Role Overview

The ideal candidate will be responsible for creating high-quality, engaging content and managing our social media presence across various platforms. This is a hands-on role for someone who can ideate, create, post, and monitor content while ensuring it aligns with our brand voice and strategy.

3. Key Responsibilities

- Develop, plan, and execute engaging content (graphics, videos) for social media, website, and other platforms.
- Manage social media accounts (posting schedules, community engagement, and response to inquiries).
- Monitor analytics and generate performance reports for campaigns.
- Stay updated with industry trends, platform updates, and competitor activities.
- Collaborate with the team to brainstorm creative campaign ideas.
- Ensure brand consistency in tone, style, and visuals across all platforms.

4. Qualifications

- Proven experience as a content creator, social media manager, or similar role.
- Strong writing, editing, and storytelling skills.
- Strong skills in shooting and creating video content
- Strong video editing skills.
- Familiarity with social media scheduling and analytics tools (e.g., Meta Business Suite, Hootsuite, Buffer).
- Creativity, adaptability, and the ability to work under tight deadlines.
- 1-3 Years work experience
- Proficiency in graphic design tools is a plus (Canva, Adobe Suite, or similar).

5. Key Skills

- Creativity & originality
- Strong communication skills
- Visual storytelling
- Social media strategy
- Data-driven decision-making

6. Application Process

Interested candidates should send their CV, portfolio, and any relevant work samples to hr@rukapay.co.ug by 30/08/2025.