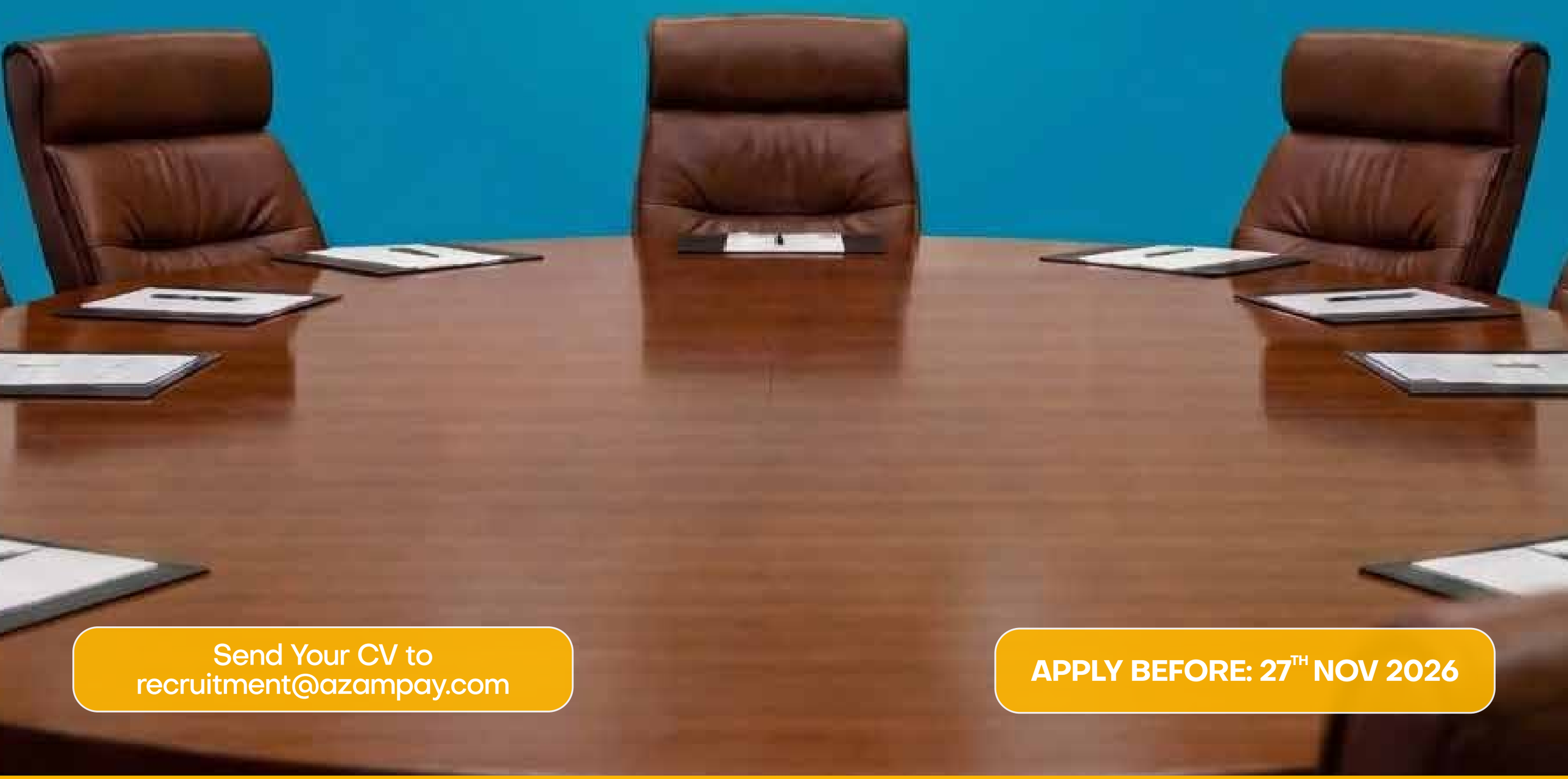
azam Pesa

WE'RE HIRING

HEAD OF MARKETING

DRIVING BRAND GROWTH, CUSTOMER ACQUISITION,
ENGAGEMENT & STRATEGIC PARTNERSHIPS



Send Your CV to
recruitment@azampay.com

APPLY BEFORE: 27TH NOV 2026

For more information: Toll Free 0800 785 555

www.azampesa.co.tz

ROLE OVERVIEW

Azampesa Tanzania Limited is seeking a dynamic Head of Marketing to lead the strategic direction and execution of all marketing initiatives. Overseeing branding, communications, PR, partnerships, and growth marketing, you will drive brand visibility, customer acquisition, engagement, and retention in alignment with Azampesa's business goals.

KEY RESPONSIBILITIES

Marketing Strategy & Leadership: Develop and execute comprehensive marketing strategies across all customer segments while ensuring brand consistency and cross-functional alignment.

Brand Management & PR: Serve as Azampesa's primary spokesperson across media, community events, and
industry forums; oversee press releases, campaigns, and relationships with media and influencers.

Growth Marketing & Partnerships: Design data-driven growth campaigns to scale user adoption and product usage, and establish strategic partnerships that deliver mutual commercial value.

Team Leadership & Collaboration: Mentor and build a high-performing marketing team while collaborating closely with Product, Customer Service, and Operations to deliver an exceptional customer experience.

QUALIFICATIONS & EXPERIENCE

Education: Bachelor's degree in Marketing, Business Administration, or a related field;
a Master's degree is preferred.

Experience: 5+ years of progressive marketing leadership experience with a proven track Record
of drivingcustomer and brand growth.

Skills: Strong analytical and marketing analytics expertise for data-driven decision-making, alongside
Excellent communication, negotiation, and relationship-building skills.

Attributes: Customer-obsessed, self-driven, resourceful, and creative leader able to think strategically
while executing tactically with high integrity.

WHY WORK WITH AZAMPESA

- Competitive Remuneration: Market-aligned leadership compensation package.
- High-Paced Learning & Growth: Fast career progression in a dynamic fintech environment.
- Direct Social Impact: Empower communities through safer, affordable, and transparent digital financial products.
- Health & Wellness: Comprehensive health insurance cover and employee benefits.