



### About Us

OrangeTech Limited is a newly registered subsidiary of Fidelity Bank Ghana. Currently, a Tier 1 bank, Fidelity Bank Ghana is committed to becoming a top 3 bank in Ghana with international standards.

Fidelity Bank Ghana created OrangeTech Limited to provide the financial services sector with groundbreaking applications and services starting in Ghana and with the objective to expand to the rest of West Africa.

### Job Basics:

**Title:** Growth Manager

**Team:** Growth

**Reporting to:** Chief Executive Officer

**Any Direct Reports? If yes, please list who:** N/A

**Location:** Accra, Ghana

### Mission:

*What we need this person to do over the next 12–18 months (i.e. the “essence” of the job in 2–3 sentences, in plain English, no jargon)*

- Define the company’s go-to-market strategy to support its product launch
- Drive acquisition, engagement, retention, and monetization tactics
- Own the marketing roadmap including all brand, PR, and performance marketing initiatives

### Outcomes (first 12-18 months):

*What specific outcomes are we looking for this hire to achieve in their first 12–18 months (specific/measurable/gradeable business outcomes that support the mission, ranked by order of importance)*

- Develop and execute the marketing go-to-market strategies for new product launches
- Research and propose scalable acquisition sources to our growth playbook
- Design, plan and collaborate on integrated consumer marketing strategies, including traditional media and below-the-line / offline marketing campaigns, in alignment with quarterly & yearly targets and priorities
- Provide data-driven recommendations towards our marketing efforts to grow user acquisition and build a healthy book of loyal and financially healthy users

- Define success metrics, monitor campaign spending, and proactively make recommendations about how to optimize campaigns and investment across channels (working with agencies and other media partners)
- Work alongside the CEO to build, launch and scale multiple large partnerships (including strategy, partner selection, terms negotiation, and overall execution) that enhance our core business; lead product and strategic initiatives that increase ARPU (average revenue per user)
- Identify business challenges, conduct competitive analysis, propose analytically grounded, well-researched solutions, and drive execution
- Develop and monitor budgets for consumer marketing activities

### Competencies:

*What specific skills/experiences/accomplishments should they have? Which of these are must-haves vs nice to have? This should flow from the mission and outcomes, and be ranked by order of importance)*

- 5+ years at either
  - A rapidly growing regional/international fintech company working on an expansion strategy, new products, or new markets
  - A leading consulting firm working with fintech and finance partners helping them with market or product expansion
- Ability to review complex data and identify key issues from a wide range of data sources and make clear recommendations to change the channel/customer/brand/commercial plans
- Ability to plan and lead marketing programs from concept to completion
- Experience working with external agencies and other vendors
- Experience marketing for business-to-customer products
- Good understanding of commercial decision-making and the impact of key commercial decisions on the P&L and processes to enhance business performance
- Ability to use internal and external data to highlight insights and have experience with the Fintech industry data sources
- Deep understanding of the Ghanaian/West African FinTech ecosystem and/or consumer mobile ecosystem
- Capable consumer of modern analytics tools with strong data fluency
- Comfort working in a fast-paced, dynamic environment with distributed teams
- Comfortable with ambiguity and can solve problems without well-defined direction
- Demonstrated ability to prioritize among competing opportunities and to articulate the rationale behind your decisions

### How to apply:

Please e-mail your resume to [techcareers@orangetech.io](mailto:techcareers@orangetech.io)