



WPFLOSS LIMITED | +254 722 334 188 | hello@wpfoss.com | www.wpfoss.com

Position: Marketing Specialist

Remote

<https://wpfoss.com>

About WPfoss

WPfoss Limited is a digital agency based in Nairobi, Kenya, building fast, mobile-ready, and M-Pesa integrated websites for businesses across Africa. We specialize in web development, e-commerce, automation, lead generation systems and google workspace. Our team thrives on innovation, performance, and measurable results. Visit our website www.wpfoss.com for more information

Overview

We're looking for a results-driven **Marketing Specialist** to lead and execute WPfoss's digital marketing strategies. You'll plan campaigns, manage ads, analyze data, and drive measurable business growth across multiple channels.

Key Responsibilities

- Plan and manage multi-channel marketing campaigns (Meta, Google, Email).
- Develop content calendars and coordinate creative execution.
- Optimize ad spend and targeting for ROI.
- Research market trends, customer insights, and competition.
- Measure campaign performance using analytics tools and produce reports.
- Support brand partnerships and lead generation programs.

Qualifications & Skills

- Minimum 2 years in digital marketing, preferably in an agency setting.
- Proven experience with Meta Ads Manager, Google Ads, and SEO tools.
- Strong copywriting and analytical skills.
- Proficiency in Google Analytics, Data Studio, or similar tools.
- Creative mindset with a performance-driven approach.

Work Terms

- Employment type. Full-time, permanent.
- Location. Remote.
- Working hours. 9AM-5PM
- Probation. 3 months.
- Performance reviews. Formal review at 3 months and thereafter every 6 months.
- Notice period. 1 month by either party during or after probation.
- Equipment. Candidate must provide a laptop and reliable internet. The company provides access to necessary cloud services and development servers.
- Benefits. Competitive salary.
- KPIs. Timely delivery of assigned projects, uptime and performance metrics, code quality, client satisfaction scores.

Core Values

- **Candor:** Speak clearly, work transparently, and respect feedback.
- **Collaboration:** Partner with teams and clients to deliver top-quality solutions.
- **Innovation:** Constantly seek better, faster, and more efficient ways to build.
- **Ownership:** Deliver projects with accountability from start to finish.

Application Instructions

Apply through our website: <https://wpfoss.com/careers/>

Fill the form and wait for a response from our team.