

# StudyAbroad Africa

studyabroadafrica.org

Helping African Students Access World-Class Education

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## JOB VACANCY

# Digital Marketing Officer

Remote (West Africa / UK) | Contract | Rolling Applications

**N70,000/month + up to 17.5% Commission on KPI Achievement**

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## About the Role

As our Digital Marketing Officer, you will be the driving force behind StudyAbroad Africa's online growth. You will create compelling content, run targeted campaigns and build a community of West African students who trust us to guide their study abroad journey. This is a hands-on role with real ownership — your work directly impacts how many students we help every single day.

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## Key Responsibilities

- Manage Instagram, Facebook, TikTok and YouTube channels daily
  - Create high-quality graphics, Reels, TikToks and YouTube Shorts
  - Plan and execute paid ad campaigns on Meta and Google
  - Build and manage email marketing and newsletter campaigns
  - Identify and outreach to student influencers and content creators
  - Coordinate with universities and institutions for partnerships
  - Monitor analytics and deliver weekly performance reports
  - Represent StudyAbroad Africa at university events when required
  - Drive sign-ups and conversions to free and paid plans
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## Weekly & Monthly KPIs

### Weekly Targets:

- Publish 3 high-quality pieces of content per week
- Respond to all DMs and comments within 24 hours
- Submit weekly performance report every Monday
- At least 1 new partnership or influencer outreach per week

### Monthly Targets:

- Minimum 50 new user sign-up conversions
  - Grow social media following by a minimum of 500 per month
  - Maintain engagement rate above 3% across all platforms
  - Deliver monthly content calendar and performance summary
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## Commission Structure

- Base salary: N70,000 per month
  - Commission: up to 17.5% of monthly base pay (N12,250 maximum)
  - Payable upon verified achievement of monthly KPIs
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## Payment Terms & Conditions

**All payments — including base salary and commission — are made solely at the discretion of StudyAbroad Africa and are strictly conditional on full verified achievement of monthly KPIs. No salary or commission shall be payable in any month where minimum KPIs have not been met. Payment terms remain subject to review at the discretion of the company at all times.**

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## Requirements

- 1+ year experience managing social media accounts with proven growth results
  - Strong content creation skills — video, graphics, copywriting
  - Familiarity with Meta Ads Manager, Google Ads or willingness to learn
  - Excellent written English with culturally relevant tone for West African audiences
  - Self-motivated and results-driven — comfortable working to KPIs
  - Reliable internet connection and a device capable of content creation
  - Experience with Canva, CapCut, Adobe Express or similar tools (desirable)
  - Personal experience with studying abroad or supporting others (desirable)
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## How to Apply

Send your application including CV, cover note, social media links, 2-3 content examples, and available start date.

Email: [studyabroadafrica0001@gmail.com](mailto:studyabroadafrica0001@gmail.com)

Website: [studyabroadafrica.org/careers](https://studyabroadafrica.org/careers)

Subject Line: Application — Digital Marketing Officer — StudyAbroad Africa

Interviews scheduled: Tuesday, 10th March 2026

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