



## **Job Title: Content Creator & Social Media Management Trainee**

### **Reports to: Brand and Digital Lead**

### **Department: Sales & Business Development**

### **Location: TMT Building , 2<sup>nd</sup> 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.