

## Revenue Growth Director Nigeria

### Description

The Marketing team is the driving force of customer acquisition and retention in the company, playing a critical role in meeting growth targets across multiple geographies. We are now seeking a dynamic and results-driven Revenue Growth Director for Nigeria, responsible for spearheading our customer acquisition, with the goal of cementing our place as a top player in the Nigerian remittance market. This role is pivotal in driving our revenue targets and managing the P&L for the Nigerian market, while being the voice of the market within the company. Here's what you'll be doing as Revenue Growth Director, Nigeria Revenue and P&L Ownership: Lead revenue-generating initiatives for the send to Nigeria hub, responsible for hitting aggressive new customer acquisition targets, and with accountability for the market's P&L. Market Strategy Development: Craft and implement a comprehensive go-to-market (GTM) strategy that aligns with TransferGo's overall objectives, tailored to the Nigerian market's nuances. Cross-functional Collaboration: Represent the market with internal teams such as product, operations, compliance, banking & infrastructure, and customer service to identify gaps causing friction in market growth, prioritise them, and secure necessary support. Partnership Development: Identify and establish strategic partnerships to enhance market presence and revenue opportunities for Nigerians based in Europe. Community Engagement: Spearhead community engagement efforts to build brand loyalty and drive word-of-mouth referrals via online and offline channels. Team Leadership: Expand the Nigeria team, managing the marketing manager and adding additional high-impact new roles that will accelerate market growth. Data-Driven Insights: Utilise market data and customer insights to inform strategies and decision-making, ensuring alignment with customer needs and market potential. Performance Reporting: Regularly report on market performance, insights, and strategic adjustments to senior leadership. You'll report to our Chief Marketing Officer. Here's what we'd love from our new Revenue Growth Director, Nigeria: 10+ years of experience as a Country Manager or Country/Regional Revenue Lead, leading marketing and business development, with a proven track record in the financial services or consumer space for the Nigerian market. Strong leadership skills, with experience leading a small, high-performance GTM team. Deep understanding of the Nigerian financial services market, regulatory environment, and consumer behaviour. Exceptional strategic thinking, with the ability to translate insights into actionable growth strategies. Excellent communication and collaboration skills, capable of working effectively with cross-functional teams and external partners in a global team. Data-driven mindset, with strong analytical and problem-solving abilities. Bachelor's degree in Business, Marketing, Finance, or related field. MBA or equivalent is a plus. Ability to be both strategic and executional, with a hands-on mentality. Experience at managing budgets, aligning with finance team, and being both bold and responsible in equal measures. And if you can also do this stuff, even better: Experience in international money transfer to Nigeria. A strong network among organisations and businesses serving the Nigerian community in Europe or supporting migration. Regional Africa experience outside of Nigeria as well. What we believe At TransferGo, we offer competitive rewards to all our people. We know that recognition is about more than just money, and we've fostered a culture of kudos to shine a light on the great work throughout the business, and the people making it all happen. We hold regular in person events to connect with each other and help all our TransferNauts to grow with a generous training allowance. We believe that empowering people makes for a happier and more effective workforce. This means we enable anyone who wants to pursue initiatives that deliver real value for our migrant customers. What we offer: Be part of building a meaningful product in a growing fintech scale-up; A

### Hiring organization

TransferGo

### Job Location

London, England, United Kingdom

### Base Salary

\$ 60000 - \$ 110000

### Date posted

June 4, 2024

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competitive rewards package; Generous holiday allowance (based on tenure); Competitive healthcare insurance / wellbeing package (based on your location); An annual training budget of \$1,000 to spend on your growth; We truly embrace flexibility and our people work from a variety of places (office, hybrid and remote, you can find it all here); If you are near one of our offices, we are a pet-friendly company and we enjoy regular opportunities to connect in person (we truly value in person connection on a regular basis and celebrate in style). Please mention the word **\*\*HONORABLE\*\*** and tag RNDQuMjM0LjE4Ni4xNTg= when applying to show you read the job post completely (#RNDQuMjM0LjE4Ni4xNTg=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

## **Contacts**

Job listing via RemoteOK.com