Campaign Strategy

A campaign content strategy for a tech company that is looking to hire the best women software engineers across Africa to work on a new investment product for the Kenyan market. The investment product will open up shares in global artwork and supercars to Kenyans for the first time ever.

They are interested in hiring competent women engineers so that we can continue to have a gender-balanced software engineering team.

CAMPAIGN STRATEGY

Campaign Name	[Company] Women Software Engineers SA
Campaign Type	Public Relations Campaign
Goals	• Generate awareness to attract top talent in Africa. • Position [company] as a leading tech organization with a skilled workforce and an equal opportunity employer.
Target Audience	Experienced women software engineers in Africa, women in technology groups and organizations, tech hubs.
Topline Message	[Company] is hiring women software engineers!
Channels	Social media (LinkedIn, Twitter, Instagram, Facebook), online PR, SEO blog posts, media alerting, email marketing.

Pre campaign **July 2022**	**Kick-off campaign** **August 2022**	**Post campaign** **October 2022**
• Set goals and produce all campaign materials. • Inform relevant stakeholders.	• Announce campaign on all communication channels. • Track and monitor engagement and leads.	• Analyze impact and create follow-up content.

We are hiring
women software engineers!

Join our team

[insert link]

Please find images for this campaign [here](#).

👩🏾‍💻Are you a woman and a software engineer? This is for you!

We are hiring exceptional women software engineers in Africa to join our team as we build an exciting investment product for Kenyans 🇰🇪.

Got what it takes? Then apply here: (insert link)

Do you consider yourself one of the best software engineers in Africa? Are you a woman? If so, then this is for you. At [company], we are looking for exceptional, innovative, competent women software engineers preferably with a background in building fintech products to join our team.

This is an exciting opportunity to tackle the most pressing problems in the industry, create innovative solutions for customers while building your portfolio. We would like to add more women to the software engineering team for gender-balance.

Here is an idea of what you will be working on. We have a new investment product for our Kenyan customers that will allow them purchase shares in global artwork and supercars for the first time ever. Our goal is to produce a highly performing, functional, responsive, interactive, secure product that will be seamless to use and inspire productivity. Sounds exciting? Let us take a look at your daily activities and expectations.

Responsibilities

1. Provide application development for the full lifecycle of software.
2. Software development, modelling, simulation, testing, and quality assurance.
3. Running weekly experiments – write code, review outcomes, debug, log learnings, and iterate.
4. Perform maintenance and software integrations for existing systems.
5. Developing and implementing front-end architecture to support user interface concepts.
6. Documenting application changes and developing updates.
7. Working closely with clients and cross-functional departments to communicate project statuses and proposals.

Requirements

1. 5+ years of experience in software engineering environments in designing, building and running production systems with a clear record of achievements.
2. Effective written and oral communication skills
3. Problem-solving and analytical skills.
4. Ability to work collaboratively in a team environment.
5. Proactive, highly self-motivated, ability to multi-task and follow-up reliably on commitments.

Benefits

Become a part of one of the trailblazers in the challenger banking arena by joining the exciting and ambitious team at [company] as we work to become the neobank for 'every African on the planet'.

1. An exciting and flexible hybrid work environment with the ability to work from home three days a week.
2. Competitive pay.
3. Provision of excellent work tools.
4. Kind and considerate colleagues.
5. Full pension contribution.

PRESS RELEASE

On 29 June 2022, [company] announced their openings for women software engineers in Africa who are interested in joining their team to build an investment product that will provide ownership of global artwork and supercars shares to its users. Speaking enthusiastically about this opportunity, the Head of HR expressed that they are optimistic about finding exceptional, competent talent and individuals that are passionate about building fintech products.

[Company] , known for its vibrant work culture and employees consisting of Gen Zs and millennials who work collaboratively by bringing a bit of their personalities to their workplace, it has been described as a warm and considerate environment. They are looking for women engineers to create a gender-balanced engineering team to promote the inclusion of women in the technology industry.

Applications are open until 29 September and all shortlisted candidates will be required to undergo a series of tasks to test their ability and efficiency. They will work closely with the team in Kenya to build this product. All interested participants are encouraged to apply and check their emails frequently.

BLOG POST

We are always up to something exciting and we will like you to be a part of this. We are working on an investment product that will allow our Kenyan customers to purchase shares in global artwork and supercars for the first time ever. Embarking on this inspiring project will require the best, most exceptional tech talents in Africa, which we already have.

But there's a missing element; you. Because we want more, we want to build useful products, create a gender-balanced team and inspire a generation, we are opening our doors to phenomenal women software engineers in Africa.

Our goal is to produce a highly performing, functional, responsive, interactive, secure product. You will work closely with the Kenyan team to build this product.

Applications are open until 29 September and all shortlisted candidates will be required to undergo a series of tasks to test their ability and efficiency. We expect you to bring your A-game and stand out during your application. Tell us why you are the best fit and what makes you unique. Provide a comprehensive portfolio of your past projects that showcase your skills. Goodluck.