



DIRECTOR OF RESEARCH

The Opportunity:

Arifu, a high-growth edtech company in Nairobi, is looking to hire an experienced research and evaluation leader with strong quantitative and qualitative research skills to prove and improve the social and commercial impact of Arifu in driving financial inclusion, livelihoods and employment, health and nutrition, and access to essential services among our learner base. This is a full-time position based at Arifu's headquarters in Nairobi.

About Arifu:

Arifu is a Nairobi-based edtech company making it possible for anyone to access the information and opportunities they need from the organizations they trust over any mobile phone. With Arifu, people seeking to learn can freely access the Arifu chatbot using interactive SMS or smartphone chat apps to master new skills, discover a world of free educational content, and earn rewards from our partners whether or not they have internet or airtime. The Arifu chatbot delivers personalized content designed in-house in close collaboration with our partners including financial service providers, mobile operators, agribusinesses and NGOs. Our partners use Arifu to engage, train, and capture data on underserved people across their value chains, especially hard-to-reach customers, beneficiaries, retailers, and suppliers. Currently serving 780,000 learners in East Africa, Arifu has demonstrated results increasing people's income and access to impactful products and services while creating shared value for partners.

Job Description:

As the Director of Research, you are a critical part of the leadership team reporting directly to the Chief Learning Officer. Your core responsibilities will be to:

- Create and implement an MEL framework, including a Theory of Change, for how Arifu assesses the social and commercial impact of learner engagement with content across multiple sectors, starting with agriculture, financial services and youth employment;
- Lead Arifu in developing a strong evidence base of proof points of the impact of engagement with Arifu on capacity development, behavior change and quality of life improvements;
- Create and implement a strategy for user experience research that will lead to regular, measurable improvements to Arifu's learner and partner experiences with Arifu;
- Continue to deepen Arifu's evidence base with periodic experimental studies as Arifu expands into new geographies and across new sectors;
- Ensure that research results inform product development, project design, and growth strategy by developing and sharing internal knowledge products across the company;
- Contribute to Arifu's thought leadership through the external communication of results through blogs, peer-reviewed papers, partner meetings, and conference presentations;
- Recruit, manage and develop a research team for Arifu who can carry out MEL and UX research activities at a consistently high quality for Arifu.

Qualifications:

To deliver successfully on the above responsibilities, you bring to the table:

- 7-10+ years of professional experience in the evaluation field, preferably in a developing country context and preferably in programs which address rural livelihoods;
- Masters degree required, PhD a plus;
- Proven ability to manage teams and develop leaders; experience in remote management a plus;
- Proficiency in STATA and strong quantitative and qualitative research skills;
- Experience overseeing data collection in rural areas;



- Excellent written and verbal communication skills;
- Strong data and analytical skills;
- Experience working in a multicultural workplace in a developing country, ideally in East Africa;
- Grit and resourcefulness in the pursuit of solutions to the problems that stand in your way;
- Ability to thrive in a fast-paced, resource-constrained, early stage work environment.

Compensation and Benefits:

We offer competitive compensation packages with the opportunity to participate in the Arifu Rewards Program that rewards strong performance. We also offer a comprehensive health insurance package and will cover the cost of a work permit for foreign staff. Other benefits include monthly airtime allowance, extra leave, a stocked kitchen, and plenty of ping-pong and foosball.

Application Process:

Send your CV and cover letter (in Word format, "FirstName LastName - Director of Research") to talent@arifu.com with "Director of Research" in the subject. If we see a good fit, we'll get back to you to set up a first conversation.