



Learning Design Manager

The Opportunity:

Arifu, a high-growth edtech company in Nairobi, is looking to hire a highly motivated Learning Design Manager to lead a team of designers through the process of researching and writing Arifu's expanding educational content offering and help us realize a bold vision of placing a smart personal learning assistant in everyone's hands across Africa and globally. This is a full-time position with equity participation 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, 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.

To date, the Arifu chatbot has helped hundreds of thousands of smallholder farmers access information and improve their yield through digital agronomy skills training, access to essential inputs, and connections with buyers and suppliers. With the Arifu platform, agribusinesses, donors, and government ministries can easily deliver mobile training to millions of smallholder farmers, agrovets, and extension workers to strengthen farmer livelihoods, improve food quality and security, and deliver the next generation of high impact agricultural products.

As the Learning Design Manager, you will be responsible for leading other Learning Designers in the research, design and writing of content across many topics to help our learners gain new skills and access new products they can use to improve their lives.

Job Description:

The Learning Design Manager will report directly to the Chief Learning Officer and be responsible for:

- Aligning with partners on content objectives and expected outcomes and communicating with partners to resolve content related issues;
- Managing a team of designers and consultants to ensure consistent professional-level quality content is produced for partners and learners across all countries Arifu is working in;
- Setting the standards and processes for:
 - Field research to gather insights on learner biases, mental models and cultural norms;
 - Content design, including objective setting, instructional design, learning assessments and evaluations to capture learning outcomes;
- Completing regular check-ins with and quarterly and annual performance reviews for each learning designer;
- Collaborating with research, tech and data teams on the design of new products and features that will improve the learner experience and content;
- Contributing to team strategy for prioritizing new partnerships and content to add to the Arifu platform;
- Participating in regular check-ins with the Chief Learning Officer to give updates on all projects you are leading;
- Participating in community events, trade meetups, and industry workshops in Nairobi and globally.

**Qualifications:**

A desire to impact lives, the ability to make a long term commitment to your team and the product, and exceptional problem solving abilities are all essential prerequisites on the Arifu team. For this role, we're also looking for someone with the following:

- A minimum of 10 years work experience in content design, preferably in East Africa;
- Masters or Undergraduate degree with relevant experience in education or a related field;
- Proven leadership skills, preferably with a minimum of 2-5 years of job experience leading others in research and content design;
- Strong willingness and motivation to help develop the skill and abilities of other designers on the team;
- Strong written communication and excellent attention to detail;
- Fluency in English required and fluency in Swahili preferred;
- Experience conducting and leading field research and willingness to spend long days in the sun, talking to people about their lives and observing them interacting with our products;
- Resourceful and proactive when generating solutions to the problems that stand in your way;
- Ability to enjoy (and survive) the chaos of a high-growth startup.

Compensation and Benefits:

First and foremost, we care about your success and will support you along your journey to achieving remarkable success. 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 - Learning Design Manager") to talent@arifu.com with "Learning Design Manager" in the subject. If we see a good fit, we'll get back to you to set up a first conversation.