

Product & Social Growth Manager

Location: Remote (Africa + Global team collaboration)

Industry: FinTech / Personal Finance / Cross-Border Payments

Company: SurgePay

About SurgePay

SurgePay is an innovative financial app built to empower Africans to take control of their money. We combine smart financial tools with fast and secure cross-border payment capabilities, enabling users and businesses to send and receive payments across countries directly from Africa without friction, delays, or limits.

Role Overview

We are looking for a mission-driven Product & Social Growth Manager who will own both our digital voice and product execution strategy. This hybrid role is ideal for someone who can build online communities, create engaging content, and also manage product roadmaps, feature launches, and user-focused financial solutions.

You will play a critical role in shaping how users **discover, understand, and experience** SurgePay—from social platforms to the product itself.

Key Responsibilities

Social Media Ownership

- Create and execute social strategy for African and global audiences
- Develop content that educates users on personal finance, budgeting, and cross-border payments
- Produce short-form videos, product explainers, financial tips, storytelling content, and campaigns
- Manage posting, scheduling, engagement, community management, and trend monitoring
- Lead influencer and creator partnerships to amplify product adoption
- Track KPIs and deliver actionable performance reports

Product Management Ownership

- Define and manage SurgePay's product roadmap and financial feature strategy
- Write detailed PRDs, user stories, and feature requirements

- Lead product launches and work cross-functionally with engineering, design, and growth
- Conduct user research and translate customer feedback into product improvements
- Own prioritization of features that improve financial control and global payments from Africa
- Manage product lifecycle from ideation → development → launch → adoption
- Ensure product messaging is consistent across in-app education and social campaigns

Skills We're Looking For

- Product strategy & execution
- Content creation (especially short-form video)
- Go-to-market planning
- Community & brand building
- Agile workflow management
- User research & feedback synthesis
- Financial product storytelling
- Influencer/creator campaign leadership
- Experience making data based decision

What Success Looks Like in This Role

- A rapidly growing and engaged social community
- Users who understand how to manage their money using SurgePay
- Successful product launches that drive real adoption
- Clear product education through content and in-app experiences
- More Africans using SurgePay for financial control and cross-border payments

Why Join Us

- Shape a product improving financial freedom across Africa
- Own both product impact and brand influence
- Work in a fast-moving, high-growth fintech environment
- Drive a mission that connects Africa to the world through payments