



RESEARCH ANALYST

The Opportunity:

Arifu is looking to hire a Research Analyst in the Research Department to drive the success of our multi-country learning platform, in order to help execute upon an ambitious research agenda to enhance, measure, and communicate Arifu's value proposition to our clients and end-users. The Analyst will be an essential member of Arifu's growing Research team.

The Research Department at Arifu leverages big data, community-based research, impact evaluations, rapid A/B testing, assessments and diagnostics, as well as ongoing partnerships with top global technology companies, multilateral institutions, and universities to drive the relevance and impact of Arifu's products on end learners as well as inform content and product design. These activities and relationships offer powerful opportunities to efficiently and effectively measure learner behavior and livelihood improvements based on Arifu's Theory of Change.

Delivering excellence at Arifu depends on efficient cross-team collaboration with learning experts, computer scientists, corporate partnership development teams, as well as social scientists. As such, the Analyst needs to absolutely love taking on new challenges, bring a problem-solving focus, and be willing to have fun under pressure while being uncompromising on quality delivery. Lastly, they should be driven by an entrepreneurial spirit, be able to write and communicate technical ideas to different audiences, and love learning from the variety of skill-sets and experiences at Arifu and Arifu's partners.

This is a full-time position reporting to the Director of Research and Impact. Starting location within or outside of Kenya is flexible.

About Arifu:

Our product is a smart chatbot 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 chat with Arifu 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 such as financial service providers, mobile operators, agribusinesses and NGOs. Our partners use Arifu to engage, train, and capture data on mass markets and hard-to-reach people across their value chains, especially low-income customers and informal retailers and suppliers.

Arifu reached over 1.3m users in 2019 with a rapidly growing active user base. Currently serving over 1,000,000 learners in Africa together with clients such as Mastercard, Safaricom, KCB, and the UN, Arifu has demonstrated results increasing people's income and access to impactful products and services while creating shared value for partners.

Job Description:

Working closely across teams at Arifu, the Research Analyst will be responsible for the following:



- Generating ongoing research outputs, including insights and impact studies, to verify and deliberate upon Arifu's Theory of Change.
- Conducting literature reviews to inform impact direction, content development, technology features, and business strategy.
- Conducting field research to understand drivers and inhibitors of Arifu's value-addition to end-users.
- Coordinating closely with the Senior Analyst on project delivery, questions and concerns, and execution.
- Querying databases and performing statistical and impact analyses.
- Conducting problem diagnostics and identifying solutions for A/B testing.
- Writing and editing internal and external reports in collaboration with the broader team.
- Writing and editing blogs, articles, and other publications in conjunction with the organizational strategy.
- Writing and editing internal memos or newsletters on findings relevant to Arifu's work and contributing to the overall knowledge-sharing culture at Arifu.
- Managing time and holding yourself accountable to deliver on time and with quality.
- Communicating challenges in a timely manner where unforeseen events have taken place.
- Working with the Senior Analyst on training peers on data and field research methods by creating educational content on statistical concepts.

Basic Qualifications:

For the role of Research Analyst we're also looking for someone who possesses deep curiosity, challenges implicit assumptions, and has a strong EQ. Importantly, if you feel you have many of the attributes below, but not all, please do not worry! We do not expect you to be superhuman. The most invaluable trait you can bring to Arifu is your grit, a deep willingness to question and learn, and finally, letting us invest in your success:

- A Bachelor's or Master's Degree in Economics or other social sciences, Statistics, Computer Science, or related degrees. An understanding of quantitative research methods is a must.
- 1-2 years of work experience in a professional environment. Experience in a role that requires critical thinking towards solving problems, data analysis, and communication.
- Exemplifying strong interpersonal and cross-cultural skills.
- Understanding of research methods and statistical methods.
- Experience with programming, ideally having knowledge of R (preferred) or Stata.
- Hands-on experience working with organizing, structuring, cleaning, and extracting insights from large data sets from multiple sources.
- Experience as a Research Assistant is a plus.
- Excellent verbal and written communication on technical ideas to technical and differently technical audiences.
- Entrepreneurial inclination - we're an innovation and impact at scale driven company, so please bring out your ideas!

Compensation and Benefits:

First and foremost, we care about your success. This is because investment in our team members is the only driver of Arifu's success. We offer competitive compensation packages including participation in the Arifu Rewards Program. We also offer a comprehensive health insurance package. Other benefits include monthly airtime allowance, monthly phone credit, and remote work



support and management tools, and plenty of online and offline extra-curricular activities.

Application Process:

Please apply using [this link](#) (please note that we will only be accepting applications via this link). If we see a good fit, we'll get back to you to set up a conversation. You will be required to upload your CV and cover letter as one document (maximum two pages for the CV and one page for the cover letter), so please have that ready. In your cover letter, convey how your prior experiences in university and work are relevant to Arifu's mission and what motivates you to want to be a part of the team.

Should you have any concerns or challenges, please reach out to us via email (talent@arifu.com).