



UNIVERSAL BYTES

Information Systems & Digital Solutions
Maseru, Lesotho
www.universalbytes.com

Career Opportunity	Marketing & Branding Officer
Company	Universal Bytes
Location	Maseru, Lesotho
Department	Marketing & Business Development
Employment Type	Full Time

About Universal Bytes

Universal Bytes is an emerging technology company in Lesotho focused on software development, digital infrastructure, and intelligent business solutions for modern organisations. As a startup with strong potential and growing market traction, we are currently in incubation under the Competitiveness and Financial Inclusion (CAFI) programme, marking an exciting new phase in our growth journey. We are positioning ourselves as a trusted digital transformation partner for businesses, institutions, and government through innovative systems, secure technology solutions, and scalable digital services.

What We Offer

- A unique opportunity to help shape the future of digital business solutions in Lesotho and beyond.
- An inclusive, ambitious, and value-driven work environment.
- Continuous training, professional development, and career growth opportunities.
- Hands-on exposure to high-impact projects across public and private sectors.
- The opportunity to grow with a rising company in an exciting stage of expansion.

Key Responsibilities

- Develop and execute marketing campaigns (digital and physical)
- Manage company social media platforms and online presence
- Create content for advertisements, promotions, and brand awareness
- Manage SEO, website updates, and digital advertising campaigns
- Design marketing materials such as flyers, brochures, and presentations
- Build and strengthen the Universal Bytes brand in the market
- Conduct market research, competitor analysis, and industry monitoring
- Perform OSINT research for business intelligence, lead generation, company profiling, and opportunity mapping using public sources
- Support business development initiatives and client outreach
- Prepare monthly marketing performance reports

Minimum Requirements

- Bachelor's Degree in Marketing, Business, Communications, or related field
- At least 1 year relevant experience in marketing, branding, or digital communications
- Proven portfolio of previous work, campaigns, designs, or content
- Strong knowledge of social media platforms and digital marketing tools
- Experience with Canva, Google Ads, Meta Ads, or similar tools
- Excellent communication and writing skills
- Strong research, analytical, and organizational skills

Qualifications

- Bachelor's Degree in Marketing, Business, Communications, or related field

Added Advantages

- Experience in B2B marketing
- Basic graphic design, photography, or video editing
- Experience with CRM systems
- Knowledge of SEO and email marketing
- Experience using public-source research tools for market intelligence

How to Apply

Submit your CV and academic qualifications to info@universalbytes.com with the subject line:

Application: Marketing & Branding Officer – Your Full Name

Closing Date: 15 May 2026

Only shortlisted candidates will be contacted.