

Esoko, Africa's leading mobile-based agric platform, is expanding into East Africa. We're opening an office in Nairobi Kenya and are looking for smart, dynamic go getters who want to make a difference in people's lives through private technology interventions. If you're ambitious and looking to do something different, then come join the Esoko team and help us transform the way African agricultural markets work.

Esoko is Africa's award-winning market information service. We provide market prices, weather, tips and buy/sell matchmaking to smallholders via SMS and smartphone. Esoko also allows projects and businesses to setup and manage their own supply chain networks with a range of mobile applications including polling, surveying, e-extension, SMS push, airtime top-up, product validation and inventory tracking. All of this is backed up with a call centre service and field deployment experts and training.

Built and piloted over the last four years in Accra by a team of almost fifty software engineers, marketing specialists and agricultural business advisors, Esoko represents a new kind of company that is leveraging the power of mobile technology within trade to disrupt and transform how business is done. By using better technologies to manage businesses, Esoko believes that everyone in the value chain will benefit. Early results confirm these aspirations.

Esoko is currently in 10 countries and has been featured on CNN, recognized by the UN's WSIS committee, and funded by the International Finance Corporation and Soros Economic Development Fund. It is a privately run company, expanded through direct sales and franchise model.



Managing Director

The Managing Director will be responsible for defining the strategy and managing the day-to-day operations of Esoko in Kenya. This role requires a dynamic leader who thinks deeply about the sector, and is comfortable communicating change, innovation and impact to farmers, ministers or executives. The MD will lead a new team in setting up a data collection network across Kenya, establishing strategic partnerships and overseeing sales and deployment services to a diverse set of clients including government agencies, NGOs, agribusinesses, and mobile network operators. The MD will travel to Accra and be part of the senior African strategy team responsible for shaping the overall business and product direction as Esoko expands into new territories. In addition, the MD should develop a marketing strategy that communicates convincingly how such technology innovations can improve lives and save businesses money. We're looking for someone who's strong on process, gets what agri-business needs, and is keen to work in a private sector tech company with huge potential for social impact and scale.

Role Responsibilities

- Define company's strategy, processes, rollout plan & KPIs
- Articulate the company's mission and vision to employees and clients
- Create and manage annual budget and quarterly reporting
- Manage day-to-day operations of company
- Motivate, train and mentor staff members
- Segment the market, define targets, develop a sales strategy
- Create a marketing strategy to promote brand awareness/sales
- Establish and oversee HelpLine for registration/Q&A service
- Establish and manage partnerships with Mobile Operators
- Understand Industry constraints and generate product ideas
- Oversee monitoring & evaluation programs to measure social impact
- Attend international development conferences on mAgric
- Demonstrate thought-leadership within the sector at an Intl level

Job Requirements

- Project management experience in development or agric (8-10 years)
- Entrepreneurial experience leading a business or tech venture (8 yrs)
- Background in agriculture (agri-business preferable)
- Be creative and original thinker: design the strategy
- Be process driven: value KPIs, targets, reporting
- Want to work in a business with strong social impact
- Want to work in innovative technology company
- Be able to articulate client needs into product enhancements
- Have a consultative approach to problem solving for clients
- Be comfortable networking across sectors within society

These roles may be full-time or for a fixed contract period. These positions are based in Nairobi, Kenya. We provide competitive compensation, and encourage diversity, creativity, and professionalism in the workplace. To read more about the project, visit about.esoko.com.

To apply, visit www.esoko.com/careers