

## **MARKETING LEAD – ETHIOPIA**

### **Company Overview:**

Pharo Ventures is the commercial, for-profit arm of The Pharo Foundation and has been set up to harness the power of a vibrant private sector by investing in enterprises across a variety of sectors within the Eastern Africa region. The objective is to build and grow, commercially and environmentally sustainable businesses, with a focus on maximising creation of economic value and jobs, for local communities.

We have a Vision of an economically vibrant and inclusive Africa. Matching that Vision is our ambition to create a portfolio of sustainable business ventures that by the end of 2025 will deliver more than five thousand direct jobs across the region. We believe we can achieve our ambitions by investing in the human and physical capital of Africa. For each target country in the region, Pharo Ventures will innovatively build a portfolio of businesses that will be financially sustainable, create value for the local communities and environmentally responsible.

Headquartered in London, the organisation has an operational Head office in Kenya (Nairobi) with country offices in Ethiopia (Addis Ababa and Assosa), Somaliland (Hargeisa) and most recently Rwanda (Kigali) with further expansion plans in East Africa.

### **Position Summary:**

The Marketing Lead is a senior leadership role based in Addis Ababa. The role reports to the Head of Pharo Ventures in Ethiopia

The successful candidate will support the senior management teams in the conceptualisation, development, operations and scaling up - a diverse portfolio of business ventures in Ethiopia.

The role therefore requires a seasoned marketing and commercial leader, with significant experience in setting up and running businesses and operations across different sectors. She/he will bring on board experience in marketing execution and will be comfortable with the financial, commercial, operational and strategic aspects of Pharo investments. In addition, the incumbent will be a strong team leader with excellent relationship management skills both when dealing internal and external stakeholders.

### **Functional Relationships:**

- Pharo Ventures core team in Ethiopia
- Team Leads of established Pharo Ventures in Ethiopia.
- Pharo Ventures team in Nairobi

### **External Relationships:**

- Local authorities in Ethiopia.
- External legal and regulatory teams.
- Suppliers, buyers, distributors, service providers and consultants.
- Government stakeholders and Investment agency.

### **Direct Reports:**

- None for now but expected to build an execution team over time.

### **Key Duties and Responsibilities:**

#### **Marketing Operations**

- Supports the conceptualisation and development of new business ventures, their implementation and subsequent performance reviews as necessary.
- Lead the development of fit for purpose marketing strategies and execution plans for each venture once identified and approved.
- Manage all marketing related efforts of the Pharo Ventures in country.

- Follow up with the sales and marketing plans and forecasts, monitor overall progress on both projected and actual sales and ensure they meet the set objectives.
- Present periodic reports and analysis in relation to planned sales for the portfolio companies, including risks and challenges.
- Manage internal and external relationships to support portfolio companies
- Ensures the achievement of impact, financial and sustainability targets and objectives.

#### **Strategy Development and Execution**

- Collaborate with the senior management of the business entities to formulate strategy for new ventures.
- Drive the planning, implementation and monitoring of the venture's overall marketing strategy, working closely with a variety of stakeholders.
- Support the development of enterprise specific business plans prior to launch of the company operations and as required for company growth and expansion.
- Design and implement efficient processes and procedures for the marketing departments of each venture.
- Monitor the legal and regulatory environment, advise Management and make amendments as necessary to the businesses operations as and when needed.
- Support the development of a portfolio of Pharo Ventures, including developing new investment proposals and refining existing concepts.

#### **Performance Management, Reporting and Learning**

- Provide periodic performance reports and analysis (quantitative and qualitative) on impact, market and financials. Identify the strengths and opportunities to improve overall performance of the companies.
- Work with the company leadership teams to develop annual key performance indicators and targets. Ensure the companies meet the planned targets and performance standards and report on overall performance at - periodic intervals or as and when required.
- Perform extensive analytics on historical market performance and develop forecasts for the short and long-term performance of the portfolio companies.
- Ensure that the companies operate on approved budgets, monitor their implementation and update the Head of Pharo Ventures regularly.
- Ensure accuracy, consistency and timeliness of financial and performance-oriented reports (quantitative and qualitative)
- Achieve superior growth and market performance through entrepreneurial approaches to implementing innovative business concepts.
- Develop and apply enterprise development best practices and approaches into new investments and promote cross linkage opportunities for enterprise development.

#### **Relationship Management**

- Manage contracts and relations with customers, vendors, partners and other stakeholders.
- Develop and nurture relationships with the key stakeholders internally and externally, including major partners.
- Coordinate, coordinate, and supervise project studies and follow up on the implementation milestones being achieved by external consultants and contractors.
- Represent Pharo Ventures at designated meetings and at conferences when necessary.

#### **Human Resources**

- Provide overall leadership in the development of marketing strategy to sales teams in the portfolio companies.
- Manage team performance and drive a culture of excellence across the ventures.
- Provide input in the development of employee policies to ensure attraction and retention of skilled staff.

#### **Risk Management**

- Continuously and proactively assess high-level risks to the companies and to the overall organisation. Communicate the risks and manage these by developing mitigation measures.
- Ensure the protection of company assets, premises and employees; manage and approve insurance and

other appropriate risk mitigation measures.

- Develop a risk profile and regularly report on risk to the investment portfolio.

#### **Qualification Requirements:**

- Bachelor's degree in Marketing, Finance, Economics, Engineering, Law, Business Management or related fields is mandatory. An MBA is strongly preferred.
- At least 8 years' relevant experience, of which at least 5 years are at senior managerial level leading early and growth stage investments in Eastern Africa.
- Proven experience as a Marketing Lead and/or Operations Lead or equivalent position.
- A solid understanding of the Ethiopia business environment, good market insight, investment guidelines and requirements.
- Strong analysis skills.
- Commercially astute and with deep experience in private sector and a solid understanding of businesses across various sectors.
- Demonstrable skills in project management and implementation, including a strong track record of accomplishments in marketing/sales performance monitoring, driving sales and profit.
- In depth knowledge of diverse business functions and principles.
- Experience in developing business/investment and/or marketing plans.
- Strong leadership skills with the ability to manage a multiplicity of stakeholders.
- Solid negotiation, coaching and inter-personal skills.
- Very good computer skills with ability to work using MS Office suite and MS Project.
- Positive outlook and outgoing personality with solid interpersonal and diplomatic skills.
- Ability and willingness to travel as required within Ethiopia and in the region.

#### **Behavioural Competencies:**

- Ability to combine strategic thinking and the capacity to operationalise the strategy.
- Ability to prioritise and handle multiple tasks, familiar with and able to operate in a fast-paced international and multi-cultural environment.
- Attention to detail and a flexible approach to work. A self-starter, capable of working independently.
- Very structured, process oriented and a logical thinker.
- Excellent time-manager who can balance multiple priorities.
- Motivated to learn and perform and not afraid to ask questions.
- Willing to challenge status quo and add value by introducing positive change.
- Strong team player that can work cooperatively with internal and external stakeholders.
- Excellent communication (writing, listening and presentation) skills coupled with the ability to analyse and explain relevant data. Excellent spoken and written English. Comfortable to work in a team environment.
- High professional and ethical standards.

#### **Application Procedure**

Review of applications will begin as soon as they are received, and only complete applications will be reviewed. In the event that an outstanding applicant is identified early in the search process, we reserve the right to appoint before the deadline. For this reason, we encourage interested and suitably qualified candidates to apply at the earliest possible time. Due to the high volume of applications, we regret that we will only be able to contact short-listed candidates.

Please send the information listed below, as a single PDF file, to the following email address:

[recruitment.socialenterprises@pharoverventures.com](mailto:recruitment.socialenterprises@pharoverventures.com)

1. A detailed CV and Cover Letter
2. An essay of no more than 1,000 words outlining:
  - What marketing challenges do you envision in supporting new business ventures in Ethiopia and based on your experience, how will you resolve these?
3. A one-page list of five references with current addresses, phone numbers, and email contacts.
4. State on your application where you saw the advert for this position.