



Your Roadmap To Wealth



## COMPANY: MRADIFUND LIMITED

### ABOUT MRADIFUND & AFRICA'S POCKET

Mradifund is an investment holding company with portfolio companies in financial services, FMCG and content creation.

Part of the Mradifund family, **Africa's Pocket** aims to create simple, beautiful tools that Millennial and Gen Z consumers can use to effectively manage their money to attain their goals. Our first product is a 6-week online course that breaks down the basics of personal finance management.

We believe in doing well AND doing good. We own/are invested in companies that solve significant challenges in society, but also are large enough markets to be profitable.

Doing this requires a bit of a different mindset:

We invest in our people:

- Great, high performing teams are built over time. So we keep coaching, encouraging and supporting, so we can all move forward faster
- Mistakes happen. We get it. But if there's a risk of failing, you might as well fail trying to do something really big, right? So shoot for the stars in all your work. We'll work together to get there

We are principled:

- We don't invest in shady things. We like to sleep soundly at night and be able to tell our mum's and grandma's what we do and why :-D

We're slightly rebellious:

- We KNOW it's supposed to take 6 months. We'll try do it in 2-3
- We know it's "always been done that way". There's a better way. We keep cracking at it and once we find it, we go full steam ahead

We're hustlers, in the good sense of the word:

- We don't wait for all the answers before we go in. A thing we keep saying is "Figure it out!"
- Creative problem solving is the name of the game

If this resonates with you, read on, because we're hiring!

## JOB DESCRIPTION: BUSINESS DEVELOPMENT MANAGER, B2B (Africa's Pocket)

The business development manager is tasked with supporting business leaders across Africa's Pocket in achieving their commercial objectives by developing & executing transformative sales strategies for Africa's Pocket's Corporate & SME clients.

This means that you will fully own and run with all our corporate engagement, with the main KPI being your ability to build and execute effective strategies that convert to sales. The role involves identifying key decision makers and partnering with them to extend the Africa's Pocket course to their employees and suppliers.

You will primarily focus on Africa's Pocket (<http://www.africaspocket.com/>), an online personal finance course for Millennial and Gen Z consumers. You will be tasked with driving corporate and SME sales of the course. The role has potential to expand to other products as the company grows.

There are people who focus on creating the product, perfecting it so it's by far the best in the market, and making sure it's available for you as you market and sell. Your role is to make sure our corporate customers know, are excited about them.

For specific tasks, you will be responsible for:

### Sales

- Identifying sales opportunities
- Setting up meetings with prospective customers to sell the company's products
- Implementing sales incentives to drive sales performance within the team
- Forming strategic partnerships with other companies to leverage their existing networks
- Negotiating sales contracts with customers and ensuring their profitability
- Working closely with the B2C team to convert individual customers into business accounts

### Management & Strategy Development

- Working with the marketing team to devise marketing materials and tools to support new business pitches
- Overseeing the day to day management of the business development activities and providing detailed records and recommendations to support decision making
- Devising strategies for driving sales growth across the business
- Analyzing existing approaches to the development of business and making changes where appropriate

### Customer Satisfaction

- Monitoring customer satisfaction with existing clients to ensure service delivery.
- Acting as a key contact for large customer accounts

## QUALIFICATIONS:

### Education & Experience

- Bachelor's Degree or higher
- 2-3 years' demonstrable experience in a sales/business development role at a top tier company, experience in the HR/Talent Management/Executive Search industry or financial services industry is a plus
- Experience in developing, managing and executing strategy
- Experience working with senior management/executives
- Managed teams and/or external suppliers
- Been responsible for delivering on high-growth projects/teams (high-growth start-up experience is a plus)
- Great written and verbal communication skills

### Personal Qualities

- Hard working & Honest
- Good vibes, able to engage people
- Confident; can command attention in a room
- Hustler/Creative; able to make things happen with minimal resources
- Agile; able to think on your feet and rapidly problem solve

If this sounds like a challenge you are up for, please

- i) Fill in this form (<https://forms.gle/6iiuWX4MNJzXHHodZ>) and
- ii) Send your CV and a cover letter with the role you are applying for + your name as the subject to [careers@mradifund.com](mailto:careers@mradifund.com) by Monday 11:59PM EAT, 1st July, 2019.