



## Job Opportunity – Business Development Advisor

### Ongoza

Ongoza ([www.ongozayouth.org/](http://www.ongozayouth.org/)) is a Kenyan non-profit that recruits high-potential young social entrepreneurs and provides up-to-two years of highly subsidized, customized weekly business advisory, market linkages, and debt financing to scale their employment and social impact. After 3 months, our entrepreneurs become eligible for low-cost debt financing through our exclusive partnership with Key Partners, Ltd. Ongoza also hosts a national summit that unites youth leaders from every county in Kenya as a platform to amplify youth voices in policy dialogue.

### Job Description

**Your role is to provide practical, strategic advisory and assistance to youth-led social enterprises to drive their growth as measured by increased revenue, jobs, and social impact.** Your consulting will span all aspects of business growth and structure, from financial modeling to marketing to business strategy and operations. Reporting directly to Ongoza's Program Manager, you are Ongoza's primary client-facing role, responsible for the success of our client entrepreneurs. **Application open until July 31<sup>st</sup>.**

### Roles and Responsibilities

*Please note other responsibilities may be required based upon the growth of Ongoza.*

#### Strategic Advisory Services (80%)

- Work closely with clients to articulate a business plan that demonstrates impact, growth, and long-term financial sustainability.
- Provide practical, strategic advisory and assistance to help clients harness opportunities, structure their business more effectively, and drive growth.
- Advise and assist clients in product development, sales and marketing strategy, and customer acquisition. Connect clients to market opportunities.
- Advise clients on investment needs and connect them to financial services, including via our exclusive partnership with Key Partners, Ltd.
- Facilitate trainings, workshops, and other events for Ongoza clients and the wider community as needed.
- Liaise with the rest of the network of Business Development Advisors on a regular basis to learn and share best practices.

#### Process Design and Improvement (10%)

- Provide and implement recommendations that can improve the effectiveness of you and your colleagues on the business advisory team

#### General Administration (10%)

- Maintain client files and collect data as needed for Ongoza's learning team
- Maintain appropriate expense reporting, comply with administrative policies and procedures, and conduct logistical arrangements as needed



## Required Experience

- 5+ years of experience in SME development, financial services, consulting, business operations or marketing, with relevant university or graduate degree. Work with entrepreneurs and small businesses highly preferred.
- Demonstrated excellent understanding of strategies for how to help businesses grow, with expertise in one or more of the following areas: business finance, business planning and strategy, sales and marketing, product development, or human resource management. Ability to produce financial reports/projections for clients highly preferred.
- Deep understanding of go-to-market and growth strategies for businesses in the area of consumer goods, professional services, retail, and manufacturing.
- Worked in a start-up or small business environment, and/or have direct experience supporting start-ups – willing to wear many hats and help out wherever needed.
- Have passion for and excellent understanding of the Kenyan entrepreneurship ecosystem.
- Previous coaching, teaching, training, or facilitation experience preferred.

## About YOU.

- **You have excellent business knowledge and judgment.** You are able to quickly analyze the gaps and opportunities within a business and sketch the best way forward. You know what you don't know, and how to look for that information.
- **You thrive in an entrepreneurial environment.** You are an independent self-starter who flourishes in a changing environment and can manage yourself. You have excellent collaboration, communication, and problem-solving skills.
- **You are a systems builder and/or optimizer.** You are process-oriented and always looking for ways to improve systems to not solve the same problem twice. You will be called upon to build structures for your team as Ongoza continues to grow.
- **You make things happen.** You have a proven track record of meeting targets on time and within budget. You are creative, solutions-oriented, and willing to put in the time it takes to do a great job. You follow through.
- **Most of all, you believe in our vision and mission – the power of youth-led social businesses to transform Kenya.**

**To Apply:** Please send an email to [hr@ongozayouth.org](mailto:hr@ongozayouth.org) with the subject line “BDA2017” with your CV and a letter answering the below questions. Interviews on a rolling basis until filled.

- 1) Why Ongoza, and why this position? Why are you the best fit? (*max 300 words*)
- 2) Assume the below fake company is given to you as part of your portfolio. Using the information below, sketch out how you would approach growing their business and what assumptions you depend on. (*max 300 words*)
  - a. **Eco-Biashara Solutions, Ltd.** produces charcoal briquettes for home and industrial use out of free rose waste collected from farms in Nakuru, earning 50,000 Ksh/month. Their bonding agent allows their briquettes to burn for nearly twice as long as their competitors at a cheaper price point. They train and employ marginalized youth from around the area in production.
- 3) Take the list of bolded bullet points under “About YOU” and under each, tell us what evidence you have that you fulfill this criteria. (*max 500 words*)