



Job Opportunity – Entrepreneur Outreach and Liaison Officer

Ongoza

Ongoza (www.ongozayouth.org/) is a Kenyan organization that aims to build a resilient community of locally engaged youth business leaders. Working in four counties, Ongoza identifies promising grassroots business leaders with an existing micro-enterprise and a social mission and provides these entrepreneurs with highly subsidized, customized weekly business coaching and market linkages. After 3 months, our entrepreneurs become eligible for low-cost debt financing through our exclusive partnership with Key Partners, Ltd.

Job Description

Your role is to manage and execute on the recruitment, selection and successful onboarding of young Kenyan entrepreneurs running high-potential social businesses into Ongoza's programs. This is one of the most important things we do at Ongoza, and as we continue to grow, we are looking for a talented individual to support our team in continuing to select the best entrepreneurs for us to engage with. This will be a minimum one-year full-time engagement.

Application open until July 31st.

Roles and Responsibilities

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

Entrepreneur Recruitment (80%)

- Develop and execute on a robust outreach strategy to source the right entrepreneurs from Nairobi, Nakuru, Bungoma, Migori, and other regions in Kenya as we continue to grow.
- Develop and host Ongoza sourcing events and consulting open-days to spread awareness of Ongoza's services, as well as attract and engage new entrepreneurs.
- Continuously build and manage Ongoza's pipeline of potential applicants – recruit and sign approximately 50 new entrepreneurs a year.
- Foster pipeline partnerships with government authorities, private sector development and financial institutions, civil society organizations, and others in the SME development space.
- Draft company profiles to analyze financials and growth potential of prospective applicants.
- Execute contracts, track relevant data, and on-board selected entrepreneurs with other staff.

Internal Support (20%)

- Keep up-to-date with Ongoza's service offering and contribute to its evolution in response to needs identified through repeat interactions with potential applicants.
- Work with the Ongoza marketing team to improve Ongoza's brand and develop relevant and impactful marketing materials and social media messaging.
- Represent Ongoza in public forums, including panels, conferences and other networking opportunities.
- Enhance Ongoza's reputation through regular and proactive outreach across Kenya.
- Support Ongoza's business advisors on sales and marketing for Ongoza's entrepreneurs



Required Experience

- Relevant Bachelors Degree or higher in business administration, sales, commerce or marketing.
- 3-5 years of work experience with a proven track record of sales, marketing, business development, partnership development, network management or customer acquisition.
- 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.
- Proficient in Microsoft Word, Excel, Google Docs, and CRM Software.

About YOU.

- **You love people and building relationships.** You are personable, outgoing and draw energy from networking and getting to know new people. Customer service and helping others solve challenges are important to you.
- **You have strong business knowledge and judgment.** You are able to make quick judgments about the viability of a business (and the potential success of an entrepreneur) with limited information, and you know how to look for information you don't have. You have a clear understanding of the challenges that SME's face to their growth.
- **You thrive in an entrepreneurial environment.** You are an independent self-starter who flourishes in a changing environment and can manage yourself. 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.
- **You sweat the small stuff.** No task is too small for you, no detail too insignificant. You care about everything down to the set-up of a room and the color of an event invitation.
- **You are able to travel.** This position will require up to 50% travel outside of Nairobi to Ongoza's other areas of operation to host events and build pipeline there.
- **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 with the subject line "EOLO2017" 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) Sketch/write out a plan to attract the most high-potential youth-led social businesses (earning 50,000 – 100,000 Ksh/month) across Ongoza's counties of operation. *(max 300 words)*
- 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)*