



EWB Long Term Fellowship KWANGU KWAKO LIMITED

Role: Sales and Marketing Director

Venture: Kwangu Kwako Limited

Website: www.kwangukwako.com

Location: Nairobi, Kenya

Start Date: Training May 2017, placement start date June 2017

Duration: 12 months

Engineers Without Borders Canada (EWB) is a Canadian NGO that invests in people and ventures to create a thriving and sustainable world. Bolstered by its network of 40 chapters and 1300 members, EWB provides seed funding, talent and mentorship to social enterprises throughout Sub-Saharan Africa. For more information on EWB, visit <http://ewb.ca>.

The EWB Fellows Program

The EWB Fellows Program exists to develop a cadre of Systems Change Leaders by equipping them with the opportunities, competencies and skills needed to build a more thriving and sustainable world. Every year we recruit 25-30 outstanding people for the 12-month Fellowship, placing successful candidates in one of our early-stage Ventures located throughout Sub-Saharan Africa. This Fellowship opportunity is with Kwangu Kwako Limited and is based in Nairobi, Kenya.

About Kwangu Kwako Limited

Kwangu Kwako Limited enhance and save lives through providing improved housing to families living in informal settlements. Our product is a simple, modular precast structure made by local people from locally available materials.

Our proposal is different because it benefits all the stakeholders, tenants, the community and also to the landlord/investor. It is our belief that other solutions have been slow to gain significant traction because they were not attractive to the major stakeholders who control 86% of the land – the landlords. Kwangu Kwako provide a solution that is attractive to the landlords AND significantly improves housing for the



tenants. In addition to this, the landlords themselves will be investing in the solution thereby securing buy-in and self-financing of the improvement.

We have completed our prototype phase and are just launching our product in the first community. This is an exciting time to join Kwangu Kwako but will need a very special person. Being a new company, we need to set up processes, procedures, you will need to be flexible as new challenges will arise each day. There is no manual, most things we are doing for the first time. It will be for you to design it. There will be lots of ambiguity, lots of autonomy, and lots of fun. If the thought of that excites you then let's talk.

We are currently operating out of a chicken shed! (yes literally!). However, we are about to move from Prototyping to delivery. We need support with:

- how best to let people know what a great product we have,
- how to help people to understand and value our value add.
- how to understand more about the customer and beneficiaries needs
- changes we may need to make as we learn more.
- how we can help customers to make the sales decision
- what is the best financing option given their less conventional financing position.
- and may more!

You will almost have a blank canvas to set the landscape for our future in terms of marketing and selling our product. You will design and deliver the sales and marketing strategy, test our assumptions and challenge us to find the best way forward to deliver our business model targets. You will teach us to be ruthlessly efficient at sifting out the real opportunities from the possible and unlikely. You will need to be nimble, adaptable and self-motivated. Working in this sector can be hugely frustrating but, because it is hard that is what makes it fun and satisfying. When you land a deal, oh the high is amazing! We need someone who has tenacity and staying power. A successful fellowship will have a huge impact on the lives of those living in the informal settlements and also on the sustainability of this early stage start-up. Finally and most importantly, we want you to design and recruit a team but most importantly a full time local person to continue your great work so your impact continues way beyond your short stay with us.

This will be a period of huge transformation for us and the successful candidate will be



pivotal in fast-tracking us to success. We need to quickly become an increasingly sophisticated, highly intricate organization with many moving parts. We are about to move from prototype production volumes to full scale commercial production in less than 12 months.

About the role

Kwangu Kwako seeks a dynamic, experienced and imaginative Sales and Marketing mind to develop innovative solutions to set the standards/processes and long term effectiveness of our Sales and Marketing team which will deliver sustainability to impact way beyond the period of the fellowship. You will help us to design, test, and deliver marketing and sales pitches and proposals, passionately find ways that we can track down those elusive key contacts and gate keepers in the community. Your work will have a significant impact on the growth of Kwangu Kwako, not just from a day-to-day perspective, but also in terms of environmental, social and economic impact for residents of informal settlements.

As a Finance Fellow for Kwangu Kwako Limited, your responsibilities will include:

Key Result Areas: (Measurable goals)

- Work directly with a Co-Founders to develop and deliver improvements in the sales and marketing landscape.
- By the end of the fellowship:
 - Deliver a whole sales and marketing toolkit.
 - A suite of sales literature and materials
 - Roadmap to sales success
 - Training programme for our team mates to know how best to present our opportunity and how to close a sale.
 - Sales and marketing strategy for the next 3 years
 - Key target organisations/individuals.
 - Strategy to close these deals.
 - Timeline for realistic engagement with parties.
 - Team required.
 - Achievable sales targets.

Sound exciting? Here's who we are looking for.

Skills & Qualifications



The Fellow will need the following qualities:

- Developing strategies and setting goals to hit sales targets.
- Expert at finding ways to discover the key stakeholders and build successful relationships.
- Able to design, recruit, mentor and coach a new team to deliver great results in a very short time.
- Imaginative thinker, what we are doing is new in a very challenging environment. Standard solutions will probably not work.
- Ability to get great results with minimal resources.

- Resoundingly pragmatic;
- Hold a continuous, restless desire to improve yourself, your teams, and your organization;
- A collaborative mentality;
- Deep-rooted empathy and humility;
- Powerful communications skills - particularly in presenting ideas.

More qualitatively, we are looking for people who have the desire to take on a whole new challenge in a whole new context, a tenacity and drive to keep going in the face of frustrations and setbacks inevitable in working in a developing country and in a new company. We believe that we are on the cusp of transformative change and we seek people who believe their skills will deliver that transformation.

Educational & Experience

- Degree or similar. Exact discipline we are less concerned about. We are more interested in your passion, dynamism and professionalism. Minimum 3-5 years experience that will be useful and complement this role. There is no perfect candidate, few if any have experience selling houses in the informal settlements as we are in a whole new market with a whole new product. We are more looking for someone who can convince us they have what it takes. Selling yourself to us will be a great first test!
- Experience effectively developing and managing stakeholder relationships.
- Experience working independently in an unstructured environment.
- Experience in the Africa environment and/or as an independent traveler will be an advantage.

Please note: You must be a Canadian citizen, permanent resident, or landed immigrant in order to apply. No exceptions.



Compensation

All costs relating to the placement are either paid for directly by EWB (airfare, insurance, vaccinations, trainings) or indirectly through a living stipend, which covers food, living expenses, local travel, etc. Fellows also receive an honorarium that can be used to assist with repatriation costs. The stipend covers basic living expenses for a modest lifestyle in your placement country. You should not expect to save money during this year or use the stipend to cover previous expenses (ex. student loans).

Additionally, EWB offers a range of benefits including insurance, a settlement allowance, professional development opportunities, and more.

Application Instructions

Submitting your application for the EWB Fellowship involves two steps:

- Step 1: Under the subject line "Finance Fellow/Kwangu Kwako Limited submit your CV/Resume to devonmatthews@ewb.ca.
- Step 2: Complete the [following online application form](#). Please select "EWB Long Term Fellowship - Kwang Kwako" as the "Opportunity type". If you would like to submit your candidacy to more than one role, please fill out separate forms.

Applications will be reviewed, and interviews scheduled on a rolling basis, so please submit your application as soon as possible. If the posting is still on our website, consider the role available.