

Job Description

JOB TITLE: HEAD - BUSINESS DEVELOPMENT

We are looking for a highly motivated and visionary **Head of Business Development** to lead and grow our ride-hailing app's customer base across both individual and corporate sectors. This leadership role will require someone who can think creatively, drive large-scale growth initiatives, and lead a high-performing team to execute innovative campaigns and develop strategic partnerships. You will be responsible for devising and executing strategies to acquire new riders, strengthen corporate relationships, and expand market share. The ideal candidate will have a proven track record in business development, leadership skills, and an entrepreneurial mindset to drive success in a fast-paced and competitive environment.

Key Responsibilities:

- **Team Leadership & Strategy Development:**
 - Lead, mentor, and inspire a team of business development executives and managers, ensuring alignment on goals and objectives.
 - Develop and execute a comprehensive business development strategy aimed at expanding the individual user base and driving corporate partnerships.
 - Set clear KPIs for team performance, monitor progress, and provide guidance to ensure successful campaign execution and partnership growth.
 - Foster a collaborative team culture that encourages innovation, creative thinking, and results-driven outcomes.
- **Individual Customer Growth:**
 - Design and execute innovative customer acquisition strategies that drive growth in individual riders, with an emphasis on creative, out-of-the-box campaigns and initiatives.
 - Oversee the development of loyalty programs, referral schemes, promotional offers, and events that attract and retain individual users.
 - Collaborate with marketing and data teams to launch digital and offline campaigns aimed at increasing app visibility and user engagement.
 - Leverage customer insights and market trends to continually refine and optimize campaigns and growth strategies.
 - Analyze the performance of campaigns and optimize efforts based on key metrics such as user sign-ups, app usage, and retention.
- **Corporate Partnerships & B2B Expansion:**
 - Lead efforts to identify and secure corporate accounts and partnerships, creating tailored solutions that meet the needs of businesses and their employees.
 - Build and nurture strong relationships with corporate decision-makers, offering customized transportation solutions, including employee benefits, business travel, and event services.
 - Negotiate partnership terms and ensure seamless onboarding and service delivery to corporate clients, maintaining high satisfaction and retention.
 - Develop strategies to increase brand visibility and adoption of the app among corporate clients, positioning the app as a trusted business partner.

- **Market Research & Competitive Intelligence:**
 - Stay ahead of industry trends and competitor activities to identify opportunities for differentiation and areas for growth.
 - Conduct market research to understand customer behavior, preferences, and pain points, using insights to drive business development initiatives.
 - Adapt strategies based on market changes, customer feedback, and evolving industry dynamics to keep the app competitive and relevant.
- **Cross-Functional Collaboration:**
 - Work closely with marketing, operations, and product teams to ensure smooth execution of business development strategies and campaigns.
 - Align business development goals with company objectives, ensuring synergy between teams for optimal performance.
 - Support product development by providing insights from corporate clients and individual riders to inform new features and enhancements.
- **Reporting & Performance Metrics:**
 - Provide regular updates to senior leadership on business development activities, campaign results, and the progress of corporate partnerships.
 - Develop and maintain detailed reports on key performance indicators (KPIs) such as user acquisition, revenue generation, partner engagement, and customer satisfaction.
 - Set clear goals for revenue growth, market penetration, and brand awareness, ensuring continuous improvement and growth.
- Any other task that the company might ask to do as and when required.

Skills & Qualifications:

- Proven experience in business development, sales, or marketing, with a focus on both B2C and B2B growth, ideally within the tech, transportation, or app-based industries.
- Exceptional leadership skills with the ability to motivate, develop, and manage a team effectively.
- Strong track record of driving innovative campaigns and initiatives that resulted in significant customer growth and market share expansion.
- Experience in building and nurturing corporate partnerships and managing large-scale business accounts.
- Strategic thinking and ability to develop creative, out-of-the-box solutions to attract customers and forge partnerships.
- Excellent communication and negotiation skills, with the ability to engage and influence stakeholders at all levels.
- Ability to analyze market trends, customer data, and performance metrics to make informed decisions and optimize strategies.
- Strong multitasking abilities and experience working in a fast-paced, dynamic environment.

Preferred Qualifications:

- Experience leading cross-functional teams and working collaboratively with marketing, operations, and product teams.
- Knowledge of the ride-hailing industry, customer behavior, and market trends.

- Fluent in both Kiswahili and English, with strong written and verbal communication skills.
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This is a high-impact leadership role that will be crucial in scaling the reach of our ride-hailing app. As Head of Business Development, reporting to the Directors, you will play a key part in defining the future growth trajectory of the business while managing a team of talented professionals to execute bold, innovative ideas. If you're a strategic thinker with a passion for growth, a track record of success, and a hands-on leadership style, we'd love to hear from you!

HOW TO APPLY

Interested and qualified candidates should send their scanned CV's and testimonials quoting the Job Title as the subject to info@consolidatedhrsolutions.co.ke by 14th February 2024.