



Healthy Entrepreneurs is looking for a Healthy Living Agents Manager

In Sub-Saharan Africa, over 600 million people lack access to basic healthcare. Reaching the last mile with essential healthcare services is challenging, as professional healthcare providers are lacking, and products and medication are often unavailable, too expensive or of poor quality. To solve this problem, Healthy Entrepreneurs was founded in 2011.

Healthy Entrepreneurs is a social enterprise with more than 10 years of experience in offering health services in rural areas in African countries. With our network of 18,000 Community Health Entrepreneurs (CHEs), more than 20 million people in Burundi, Burkina Faso, Kenya, Tanzania, DRC and Uganda benefit from the home-based care services offered. The CHEs in the villages not only provide the products, they also provide access to the HE telehealth desk, in which doctors provide their expertise and services. In the coming years, Healthy Entrepreneurs will expand its network to 250,000 Community Health Entrepreneurs, serving more than 300 million people in 20 countries. By 2030, Healthy Entrepreneurs aims to be the leading last mile service delivery organization for primary healthcare in Sub-Saharan Africa.

The package of health products and services offered will further expand using technology and other tailored innovations. Besides our fast moving (high impact) products, more products and services are being added that focus on improving overall livelihood and impacting entire households. E.g. water filtration solutions, cooking stoves, menstrual cups, sanitary equipment, agricultural equipment, solar-heated washing machine and solar-powered equipment. The price points are higher and the pay back of the investments takes longer. The sales process includes multiple interactions and lots of education on the product features, benefits and use. We are setting up a separate operational division for the roll-out of the Healthy Living Agents cohort. By the end of 2024 we aim to have between 1000 & 1500 HLAs in action.

To realize our *ambitions*, we need a Healthy Living Agents Manager or Coordinator (HLAM), who is responsible for the set-up of the project, from assortment, to training, to distribution. This is including the realization of sufficient revenues and income generation for the newly trained Healthy Living Agents. He or she ensures all preconditions for successful HLAs are in place to maximize their impact on the lives of rural community members, leveraging on the current running operations of Healthy Entrepreneurs (supported by the various functions such as finance, HR, marketing, etc.). The HLAM is responsible for the commercial proposition offered, marketing and communication, route to market strategies and commercial capacity of the H.E. colleagues supporting the CHEs in building their businesses. The HLAM is a commercial expert driven by creating change and impact who has relevant experience with scaling and management of agent distribution models, and commercial leadership experience (in the social sector).

The HLAM is part of the Ugandan leadership team.

The position holds the following responsibilities:

1. Development of vision and strategies for maximizing impact and commercial revenues.
2. Building a commercial team and training team at national level.
3. Develop, improve and implement route-to market strategies.
4. Maximizing impact and revenue generated by the Healthy Living Agents (HLAs).
5. Driving the agenda to build successful micro-businesses incl. credit provision, decentralized stocks.
6. Represent the customer and consumer focus in the Ugandan organization.
7. Business development, pricing and new products and services offered through the network, responding to consumer needs.
8. Further improving access to market for H.E. products and services.
9. Leads the Marcom strategies and implementation for CHEs and their market.
10. Responsible for H.E. Healthy Living Agent cohort set-up and end to end supply chain.

Date 20th of October 2023

Place of assignments:

For this fulltime position, there is separate office space close to the current Uganda H.E. operations & warehouse. Regular travel within Uganda is required.

Qualifications and profile:

We are looking for a Healthy Living Agents Manager with the following characteristics:

- Master of Business Administration, or other relevant commercial degree.
- Minimum 7 years of working experience of which 4 years in a leading commercial position and/or relevant experience with B-B-C or agent driven business model.
- Commercial and business-minded with a strong entrepreneurial spirit.
- Strategic, pro-active, and resilient professional with broad understanding of Ugandan demographics.
- Experience with fast growing revenue organisations in their scale up stage.
- Intrinsically driven to contribute to social impact in Uganda.
- Willingness to travel withing the country, mostly during the model design stage.
- Operational experience in Sub-Saharan Africa is required, preferably in rural or remote settings.
- Understanding of Sub-Saharan and rural markets, consumer needs, market research and marketing
- Experience with saving groups and loan/credit payments is preferred.
- Available on a fulltime basis.
- Fluent in English (both in speech and in writing).
- Ugandan nationality is preferred.

Key competencies for the position are:

- Customer-focused
- Pro-active
- Commercial
- Problem solving mindset in fast paced environment
- Excellent and open communication
- Ability to work together smoothly in a multi-cultural setting
- Consultative management style
- Thinks strategically
- Builds new relationships easily
- Perseverance & flexibility
- Goal-oriented and result-driven
- Creative / can think out of the box
- Market development oriented
- Structured and organized

What we offer:

A loyal, dynamic and ambitious work environment. A team that wants to make a difference and create global impact! And an opportunity to take full responsibility and ownership, to further develop both the organization, personal skills and expertise at the same time. Remuneration is conform market standards.

More information

For more information or to submit your application, please check www.healthyentrepreneurs.com or reach out to nicole@healthyentrepreneurs.nl. Please ensure your resume/CV and motivational letter.