



OUR VALUES

Family	Ownership	Opportunity	Tomorrow
Authenticity, Teamwork, Integrity	Persistent problem-solver	Develop yourself, the team, and the brand	Ideas to build the future

JOB OVERVIEW

You will succeed in this Job if you are a strong leader with vast experience in Africa and able to prioritize and strategize well to fuel growth.

Job Title: Franchisee Engagement Lead

Department: OpCo

Duty Station: OpCO Level

Reports To: Country Manager

Type: Full Time

Job Purpose:

As the Franchisee Engagement Lead, you will be the primary liaison between our franchisor organization and individual franchisees. Your role is crucial in fostering strong relationships, providing support, and ensuring the overall success and satisfaction of our franchise partners.

Supervision Received: This position works highly autonomously and reports directly to the CCO

Duties & Responsibilities:

1. **Relationship Building:**
 - a. Develop and maintain strong, positive relationships with franchisees to understand their needs and concerns.
 - b. Act as the main point of contact for franchisees, addressing inquiries and providing timely support.
2. **Communication and Training:**
 - a. Facilitate effective communication channels between the franchisor and franchisees.
 - b. Coordinate and conduct training sessions for new and existing franchisees to ensure they are well-versed in brand standards, operational procedures, and best practices.
3. **Performance Monitoring:**
 - a. Monitor the performance of individual franchise locations, identifying areas for improvement and implementing strategies for enhanced success.
 - b. Collaborate with franchisees to set and achieve performance goals.
4. **Issue Resolution:**
 - a. Address and resolve any issues or conflicts between franchisor and franchisees promptly and diplomatically. Escalate immediately to superiors if necessary
 - b. Provide guidance and support in navigating challenges related to operations, marketing, and customer service.
5. **Brand Adherence:**
 - a. Ensure that franchisees adhere to brand standards and guidelines.
 - b. Conduct regular audits and assessments to verify compliance and implement corrective actions if necessary.
6. **Market Feedback:**
 - a. Gather feedback from franchisees regarding market trends, customer preferences, and competition.



- b. Provide insights to the franchisor for strategic decision-making and continuous improvement.
- 7. **Collaboration with Cross-Functional Teams:**
 - a. Work closely with other departments such as marketing, operations, and finance to align franchisee engagement strategies with overall business objectives.
 - b. Champion the franchisee perspective in the development of new initiatives and policies.
- 8. **Performance Reporting:**
 - a. Prepare regular reports on franchisee performance and engagement metrics.
 - b. Present findings to leadership and contribute insights for strategic planning.

Experience Requirements

- Proven experience in franchise management, business development, or a related field.
- Excellent interpersonal and communication skills.
- Strong problem-solving and conflict resolution abilities.
- Knowledge of franchise operations, marketing, and financial principles.
- Ability to travel as needed to engage with franchisees in person

Culture Fit Criteria:

At Jibu, we do not recruit based CVs only, we look for a candidate with the right attitude, hunger for success and talent.

- A mature leader, able to carry the weight to enable her team to perform and thrive
- Highly motivated to *Get Things Done* in an autonomous and independent matter
- Strong entrepreneurial and business instincts
- Proficiency with Microsoft Office suite including Excel, Word and Powerpoint
- Perfect knowledge of English and other local languages

Internal Interfaces:

- Operating Companies
- Executives

External Interfaces:

- Regulators and stakeholders
- Potential partners

Interested? Please apply by expressing your interest and a link to your LinkedIn or CV to jobs.ghana@jibuco.com with the subject line,"