



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: AMF Engagement Manager

Department: Global

Duty Station: East Africa (Nairobi, Kigali, or Kampala)

Reports To: Chief Commercial Officer

Type: Full Time

Job Purpose:

As the AMF Engagement Manager for Jibu, As the Area Master Franchisee Engagement Manager, you will play a pivotal role in overseeing and enhancing the relationships between the company and our network of master franchisees within designated regions.

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

Duties & Responsibilities:

- Franchisee Relationship Management:**
 - Develop and nurture strong, collaborative relationships with Area Master Franchisees within the Jibu AMF Network
 - Act as the primary point of contact for franchisees, addressing inquiries, concerns, and providing support.
- Revenue Optimization:**
 - Identify and capitalize on revenue-generating opportunities within the AMF network.
 - Analyze market trends, customer behavior, and competitor activities to drive innovation and maintain a competitive edge in the AMF assigned areas
- Contract Negotiation and Management**
 - Oversee the pre-negotiation and management of franchise agreements, ensuring terms are fair, consistent, and mutually beneficial.
 - Conduct Monthly, Quarterly and Yearly performance reviews, contracts reviews to identify areas for improvement and renegotiation.
 - Work with Chief Commercial Officer to conclude on negotiations for all AMFs
- Market Expansion:**
 - Work with the brand team to identify and evaluate new market opportunities for AMF expansion.
 - Develop market entry strategies and assess potential risks and rewards.
- AMF Set up**
 - Ensure that the Area Master Franchisee (AMF) is equipped with the necessary tools and resources essential for successful franchisee operations.
 - Collaborate with the corporate team to identify and develop comprehensive tool kits that encompass operational manuals, training materials, marketing resources, and any other essential resources required for the AMF.



- c. Regularly review and update the tool kits to ensure relevance, compliance with company standards, and alignment with industry best practices.
- d. Conduct training sessions and provide guidance to the AMF on how to effectively utilize and disseminate these tools to the respective franchisees within the designated area.

6. Financial Analysis and Reporting:

- a. Develop and analyze financial models to assess the profitability and financial health of the franchise network.
- b. Implement strategies to optimize financial performance and achieve revenue targets.
- c. Prepare and share weekly, monthly, quarterly and yearly reports marketing and performance with CCO and Executives

Experience Requirements

- Proven experience in a senior commercial role, preferably within the franchising, FCMG or related industry.
- Strong creative capacity as demonstrated by personal portfolio
- Minimum 5 years professional Marketing or Communications experience
- Minimum 5 years of professional managerial experience
- Experience leading PR strategies and communications
- Experience in working with a growing brand preferred
- Experience producing photoshoots and video shoots preferred
- Public relations experience
- Strong writer and communicator
- Must be a national or someone with extensive experience working in Marketing in a sub-Saharan African country
- Excellent negotiation and relationship-building skills.
- Strategic thinker with the ability to drive results in a dynamic business environment.
- Solid understanding of financial principles and budget management.
- Exceptional communication and leadership skills.

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 written and spoken English and knowledge, knowledge of French is a plus

Internal Interfaces:

- Operating Companies
- Impact and
- Executives

External Interfaces:

- AMF Partners
- Regulators and stakeholders
- Potential partners

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