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Yebo Fresh is an award-winning ecommerce platform focused on providing township entrepreneurs and community organisations with easy access to quality goods through smart technology-driven order to delivery solutions.

The company started at the end of 2018 when founder Jessica Boonstra (former director of online business development at one of Europe's leading supermarkets) and British entrepreneur Stefan Allesch-Taylor (Yebo Fresh's first investor) decided to address the challenges and opportunities of food supply in South Africa's townships.

Yebo Fresh now operates in more than 25 major townships across greater Cape Town and Johannesburg and has taken on more than 3000 individual outlets and community points as customers, with an ever expanding offering underpinned by technology.

Yebo Fresh is ahead of any other ecommerce player that has attempted to conquer the South African market, and is well positioned to reach its targets of 10,000+ outlets by end 2022 and 60,000 outlets by end 2026.

## **Now Hiring: Sales & Marketing director / head of growth**

This is a role for an ambitious commercial mind with 15+ years of working experience, an entrepreneurial spirit and the desire to fulfil an executive management position in a rapidly growing startup. Your job will be, together with the rest of the team, to realise exponential growth and a sustainable money-making business model.

The sales & marketing director is responsible for developing and executing our sales & marketing strategy. You have a thorough understanding and proven senior experience in marketing and sales, preferably in a (food) retail, FMCG and/or online environment and you master marketing strategies, customer segmentation, sales plans, negotiations, P&L's and budgets.

You have a firm grasp of digital marketing, mobile tech and an interest in breakthrough innovation. You have a deep understanding of and affinity with the township/ mass market dynamics and our target customer's needs, behaviours and responses and are willing to spend time in the field.

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Despite your solid professional experience, you understand that a startup requires an agile and hands-on mindset (Literally! If you are reluctant to pick up a crate of butternuts or drive into Gugulethu to talk to a spaza owner if need be, this is not for you). This is an adventure, not a pre-paved road, and you should be able to navigate the uncertainty, dynamic environment and (sometimes) stress that come with conquering an unknown and mostly untapped market.

Like the rest of the team, you have a relentless passion for making a positive impact and helping to solve fundamental societal issues through business and technology.

Team:

- Field sales team: 1 national sales manager, 12 with budget to grow sales team to +- 40 sales reps in 2022
- NGO sales team: team manager, 2 sales reps/ project managers, 1 admin based accounts mgr
- Customer service team: 1 FTE plus outsourced services
- Marketing : 1 FTE
- FMCG project manager: 1 FTE plus budget to grow team
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NB Budget for further team expansion to be made available in the course of 2022

KPI's:

- Drive rapid NGO, township retail and consumer sales - combined target monthly sales R16m+ by end 2022, 35m+ by end 2023
- GP: 17%+
- Traffic, Awareness, Conversion
- Drive sales of FMCG services
- Reduce cost to sales and drive remote sales
- Budget management
- CLTV/ Churn/ CAC and other comm KPI's
- Data and insights gathering
- Company valuation
- Geographic expansion (tbd)
- On time in full delivery of key deliverables including integral sales & mkt strategy, website & app design, defined 'experiments' /pilots
- Thriving high performing team

Other projects/ deliverables may include (but not exclusive to):

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- Drive commercial synergies with new large retail partner
  - Expansion into beyond food assortment
  - Adjacent market exploration (eg hair salons, catering, hardware)
  - Integration with sales/ service offering partners
  - Credit / payment terms and financial services definition, pilot and implementation
  - Introduction of new customer-facing tech features
  - Expansion into new geographies

Work location: Johannesburg (preferred)/ Cape Town/ online

This is a full time role plus potential share options; salary negotiable.

### **Personal Responsibilities**

Every employee is expected to conduct themselves according to the Yebo Fresh ways of working. This includes (but are not limited to):

- *We care* - for the customer, for each other and for the communities that we serve.
- *We give 100%* - showing up on time, being present, going the extra mile and doing the best you can
- *We make opportunities*: we are entrepreneurs, we see possibilities and realise them, even when challenging
- *We get better every day... together*: we strive for continuous improvement, accept that we may make mistakes and learn, and work as a team to grow as individuals and as a company

**Contract Type:** Permanent Employment Contract with a 3-months probationary period.

**Compensation:** R70 000 - R90 000 depending on experience and qualifications plus stock options

**How to Apply:** Send an email to [jobs@yebofresh.co.za](mailto:jobs@yebofresh.co.za) and [Jessica@yebofresh.co.za](mailto:Jessica@yebofresh.co.za) with:

1. the role name as subject
2. the body of the email explaining why you think you are suitable for this *specific* role
3. attached CV in PDF or Word document format

Looking forward to receiving your references or applications.