Position Title: Managing Director, Digital Centers Franchise

Position level: Senior (reports to CEO)

Compensation: Salary, profit-sharing/equity and benefits

Location: Kenya. Significant local travel.

Interested candidates should send their resume and cover letter to careers@digitaldividedata.com

ABOUT DDD
As the recognized founder of the global “impact sourcing” industry, DDD transforms lives through running social enterprises. Our core model is a socially responsible BPO firm with a mission to run sustainable training and employment programs which provide a path to lifelong opportunity. We have an engaged, motivated workforce of over 1,500 people that allows our clients to be more efficient and globally competitive. From a small data entry operation in Cambodia founded in 2001, the company now offers a wide range of digital content and technology services. DDD is the largest technology-related employer in Cambodia and Laos and recently won Kenya's Vision 2030 Award for the Best BPO.

ABOUT THIS OPPORTUNITY: LAUNCHING A NEW CYBERCAFE BUSINESS
With this proven track record of incubating several successful social enterprises, DDD is starting up a new social enterprise in Kenya. The business will create and develop a franchise model for digital centers or cyber cafes. These centers will give internet access to customers and provide a suite of services such as online trainings, e-government, and more. We envision a series of centers throughout peri-urban areas in Kenya. In addition to creating a sustainable business, the centers will create jobs for local youth to be digital assistants to help customers effectively use the internet.

SUMMARY OF POSITION
DDD seeks a Managing Director of the Digital Centers Franchise to lead an exciting phase of accelerated growth and impact. This position reports to DDD’s CEO and holds both strategic and tactical roles in managing all operations function across DDD’s Digital Center Franchise business. DDD will retain the services of a franchise development company to help us establish the operating model for the franchise basis, which you will be responsible for liaising with and learning from.

Your responsibilities include operations across Kenya, specifically:

**Sustainable Business Development** - the first step will be to develop a sustainable business model for the digital centers. You will be responsible for solutioning the suite of services to be offered at the center, pricing, branding, and marketing. The next stage is to then launch approximately 10 centers that DDD will operate directly for learning purposes.

**Franchisee Partner Recruitment** - once the model is successful with a few digital centers, you will be responsible for franchising the business across Kenya. You will own creating, and executing our entry strategy into the Kenyan market. You will be responsible for the strategic placement of the digital centers.
and the franchise development in these areas, including recruiting, sourcing, and on-boarding new qualified franchisee partners.

Building Franchisee Operational Support - you will be responsible for ensuring we’re supporting our high-quality franchisee partners and that our partners are successful. This means you’ll be owning our comprehensive franchise operations blueprint in supporting our franchise partners through all aspects of their business, and you’ll also be working closely with the Franchise team to ensure their businesses are successful.

REQUIRED QUALIFICATIONS AND TRAITS FOR SUCCESS

- Possess an entrepreneurial mindset with a passion for building local businesses
- Strategic thinker who can develop and implement sustainable business plans
- Ability to lead effectively in a multicultural environment. Possess experience managing teams, and working with multiple stakeholders.
- Proven ability in developing reporting of results, insights gained and implementing a continuous improvement process and culture.

PREFERABLE ATTRIBUTES

- Experience in retail sector
- Franchise experience if possible, although we will engage advisors with significant franchise experience. The key need is for someone entrepreneurial, preferably with a track record of creating and leading businesses.

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