



21113 Maratadiba Road
Gaborone, Botswana
Tel: +267.744.632.60
Fax: +267.316.0197

CabIT Africa OVERVIEW

CabIT Africa is an on-demand service platform which connects CabIT Africa community Drivers with passengers wishing to travel from one place to another in Gaborone and surrounding areas through a mobile phone enabled platform.

WHAT YOU NEED:

Reporting to the Board of Directors/ Shareholders, the suitable candidate will be a strong Marketer, focusing on reaching new CabIT Africa users and extending the CabIT Africa brand to the masses (including Corporates). As the M.D you will also be responsible for operational excellence and maintaining CabIT Africa service quality throughout the rider's experience. Rider and Partner support, marketing, driver management (including training), service quality management, social media, PR — all of these sit under the MD. Continual improvement and a quality focus are the name of the game. We believe in improving transportation experience for our customers in Gaborone, understanding the market and delivering custom messages. This is where creativity meets analytics head on. It is the cross of the analytical with the creative that makes the being CabIT Africa MD an incredibly unique opportunity in Botswana.

WHAT YOU'LL DO:

- Initiate creative local marketing strategies and user growth campaigns.
- Manage deployment and quality of driver partners.
- Represent CabIT Africa at local events and with local PR.
- Communicate product/process needs to shareholders; work with technical support to deliver them.
- Help scale to other cities (including international) through developing and sharing best practices.
- Lead a team towards meeting set financial targets.
- Grow REVENUES and RIDERSHIP!!!

WHAT YOU NEED TO KNOW/HAVE:

- Experience in marketing or operations management experience
- Data-driven decision mentality and sound business judgment through strong analytical thinking
- Creative solutions driven mindset, with a 'can do' attitude
- Relevant experience in consumer service marketing, social media, and application management is helpful
- Stellar networking skills and the ability to make smart partnerships happen
- Entrepreneurial DNA.

COMPENSATION:

Full-time salary negotiable based on experience, and equity compensation plan.

If you fancy the challenge, send your CV to info@cabitafrica.com . For more information visit (www.cabitafrica.com)