

Title:	Vice President of Growth, mPango
Business Location(s):	Nairobi, Kenya

mPango is a marketplace for family planning services that enables customers to seek out family planning advice through a digital voice and text based system, and connect with registered providers of those services. Launched initially in Western Kenya, we are looking for an entrepreneurial go getter who can scale mPango's user base regionally, nationally and internationally in the next 2-3 years, and build mPango into the world's most trusted brand for family planning services.

Description:

Supported by senior advisors at Population Council, Duke University, and the CTO of TinyURL, and funded by Merck for Mothers, this is a unique opportunity to take on a senior leadership role at an early stage startup. We're looking for a creative and passionate leader and entrepreneur who has the ability to create and build a growth team that blends product, engineering, marketing, and data skills into a cohesive team that can build upon and grow mPango's user base, and build out mPango's brand identity.

The position will start as a contract position with Population Council in Nairobi. Upon successful completion of key milestones in the coming months it will transition to a full-time salaried senior leadership role with the promise of significant equity.

Responsibilities:

Key to this role are the following responsibilities:

- Identifying and profiling ideal users for the core mPango product
- Developing, maintaining, and optimizing multiple channels to reach these users, and making use of data to create and execute on plans for user acquisition and retention
- Articulating the core value proposition of mPango to its users in a compelling way, and creating new strategies to keep users engaged with the mPango brand, including the creation of post-service feedback mechanisms
- Building the mPango brand through online and offline strategies that will engage not only potential users, but partners who can help scale the service nationally and internationally

Requirements:

- Mastery of user centered design techniques, with the proven ability to acquire and retain users on a consistent basis; prior experience working in rural settings and knowledge of Swahili or regional languages is not explicitly required, but helpful
- Demonstrated ability to create, maintain, and optimize user funnels based on quantitative and qualitative data
- Proven experience in content creation in digital and print forms to drive user acquisition, and retention
- Has held leadership positions in at least two prior start-ups
- The ability to work in a cross functional team and build a data driven organization
- Willingness to travel frequently to Western Kenya to engage with users and key field staff on an ongoing basis to refine the mPango service offering

Interested candidates who meet the above required qualifications and experience should submit on or before April 15th, 2016 a cover letter, detailed Curriculum Vitae (CV) listing three professional references to recruitment@mpango.co.

Applicants must clearly indicate on the email subject: "VP Growth". Applications without the right subject heading will automatically be disqualified. Please do not attach any certificates. Only qualified short-listed candidates will be contacted.