



Job Title:	Head of LOOP Grow Business	Reports to:	Chief Commercial Officer
Division:	Digital Business	Department:	Commercial
Grade:	Band 7	Date:	May 2024
Job holder:		Supervisor:	
Signature:		Signature:	

Job Purpose Statement
<p>Loop is the flagship product that anchors the LOOP DFS strategy. Loop is anchored on platform strategy that could scale throughout Africa and be a mobile-based payment and financial services platform connecting consumers and merchants.</p> <p>The platform offers a variety of services, such as mobile money transfers, bill payments, P2P lending, and digital wallets for merchants to receive payments.</p> <p>The platform leverages the growing use of mobile phones and the increasing demand for financial services in Africa to attract and retain customers. To further scale the platform, LOOP DFS will partner with established financial institutions, mobile network operators, and other relevant companies to offer a comprehensive suite of financial services.</p> <p>Additionally, the platform will use data analytics to better understand customer needs and tailor its offerings to meet those needs. By building a strong network of consumers and merchants, the platform will also provide valuable insights into spending patterns and purchasing behavior, allowing merchants to make informed decisions about their businesses.</p> <p>The Head of LOOP Grow Business a senior position within LOOP DFS responsible for ensuring that market opportunities match LOOP DFS's strategy and strategic directions.</p> <p>The Head of LOOP Grow Business will source opportunities in the market that will allow LOOP DFS to deploy its Embedded Financial structure strategy or Market place strategy depending on the business model.</p> <p>H/She will be responsible for managing and expanding our network of partners, producers, processors, financial institutions, and other relevant stakeholders to ensure the success and growth of our platform within the Grow ecosystem.</p> <p>He/She will be responsible for managing the MSL business credit business, MSL savings business, Loop credit business, Loop Deposits, savings and investment business. He/She will manage the MSL growth manager, the Loop Credit growth manager, the Loans and Liabilities growth manager.</p> <p>The role holder is responsible for the commercial design, implementation, monetisation and overall ownership of the commercial strategy of the Grow Business. They will use platform design strategies and business modelling techniques to unpack ecosystems identify investment grade opportunities, develop businesses cases, seek approval and buy in for the business cases, and rally cross functional teams to deliver on the vision of the ecosystem, which should lead to the deployment of Embedded financial infrastructure within a partner's ecosystem or the development of market places that will bring consumers, producers in a value exchange arrangement.</p> <p>The role holder will be responsible for customer acquisition and growth management, revenue generation,</p>

Head of Grow Business

positive gross margins and positive operating profits within their Grow Business.

The role holder will ensure there is adherence with all internal procedures and regulatory requirements in the day-to-day management of the ecosystem.

Actively coach all assigned team members and other key stakeholders in aid of their achievement of performance and career progression.

Key Accountabilities (Duties and Responsibilities)		
Perspective	% Weighting <i>(to add up to 100%)</i>	Output
Strategy & Financial	30%	<ol style="list-style-type: none"> 1. Revenue growth: The primary financial objective for the the Head of Grow Business is to drive revenue growth for the Ecosystem. This involves developing a comprehensive commercial strategy that targets new markets, identifies new customer segments, and drives sales and marketing initiatives to meet revenue targets. 2. Gross margin growth: In addition to revenue growth, the Head of Grow Business must also focus on profitability within the Ecosystem. This involves managing costs, optimizing pricing strategies, and driving operational efficiency to ensure that the company is operating in a financially sustainable manner. 3. Customer lifetime value: The Head of Grow Business must focus on maximizing customer lifetime value by building strong customer relationships, reducing churn, and increasing expansion customers. This involves developing and executing customer retention. 4. Return on investment: The Head of Grow Business must ensure that the company is getting a return on its commercial investments within the Ecosystem. This involves tracking and measuring the effectiveness of sales and marketing initiatives, partnerships, and other commercial programs to ensure that they are delivering the desired results. 5. Market share: The Head of Grow Business must focus on increasing the company's market share within the Ecosystem by identifying and pursuing growth opportunities in new and existing markets. This involves developing and executing market entry and expansion strategies and ensuring that the company is competitive in the marketplace. 6. Drive partner acquisition: The Head of Grow Business in the assigned ecosystem focus on Partner acquisition with the intention of adoption of Embedded financial infrastructure products or the development of a market place that will bring partners, consumers and producers into nto to

		a value exchange arrangement.
--	--	-------------------------------

<p>Internal business processes</p>	<p>30%</p>	<ol style="list-style-type: none"> 1. Sales and marketing process optimization: The Head of Grow Business must focus on optimizing the company's sales and marketing processes to ensure that the company is able to effectively target and acquire new customers. This involves streamlining processes, identifying and removing bottlenecks, and continuously improving the effectiveness of the company's sales and marketing efforts. 2. Risk management: The Head of Grow Business must focus on managing risk to ensure that the company is able to identify and mitigate potential risks and avoid negative impacts on its customers and the broader business. This involves developing and implementing risk management policies and procedures, monitoring compliance with regulatory requirements, and identifying and mitigating potential risks. 3. Cross-functional collaboration: The Head of Grow Business must focus on fostering cross-functional collaboration across the organization to ensure that the company is able to effectively execute its commercial strategy. This involves working closely with other departments, including product, engineering, and customer support, to ensure that everyone is aligned around the company's commercial objectives and working together to deliver value to customers. 4. Performance tracking and measurement: The Head of Grow Business must focus on tracking and measuring performance to ensure that the company is achieving its commercial objectives and making progress toward its financial and growth targets. This involves setting performance metrics and tracking progress against these metrics, identifying areas for improvement, and making adjustments to the company's commercial strategy as needed.

<p>Customer</p>	<p>20%</p>	<ol style="list-style-type: none"> 1. Customer acquisition: One of the primary customer objectives for The Head of Grow Business is to drive customer acquisition. This involves identifying and pursuing new customer segments, developing effective sales and marketing strategies to reach these customers, and ensuring that the company is meeting their needs and delivering value. 2. Customer retention: In addition to customer acquisition, The Head of Grow Business must focus on customer retention. This involves developing and executing customer retention programs and ensuring that the company is delivering an exceptional customer experience that keeps customers coming back. 3. Customer satisfaction: The Head of Grow Business must ensure that the company is delivering a high level of customer satisfaction by monitoring customer feedback and taking action to address customer concerns and issues. This involves building strong relationships with customers, providing excellent customer service, and ensuring that the company is meeting its commitments and delivering on its promises. 4. Customer lifetime value: The Head of Grow Business must focus on maximizing customer lifetime value by building strong customer relationships, reducing churn, and increasing cross-sell and upsell opportunities. This involves developing and executing customer retention and loyalty programs and ensuring that the customer experience is exceptional. 5. Customer feedback and insights: The Head of Grow Business must also focus on gathering customer feedback and insights to inform the company's product and service offerings. This involves conducting customer surveys, analyzing customer data, and using customer insights to drive product innovation and improve the customer experience.
<p>Learning and growth</p>	<p>20%</p>	<ol style="list-style-type: none"> 1. Continuous learning: The Head of Grow Business must prioritize continuous learning and development for themselves and their team. This involves staying up to date with the latest industry trends, attending conferences and events, and seeking out new knowledge and best practices to inform the company's commercial strategy. 2. Talent development: The Head of Grow Business must also focus on developing and growing their team to ensure that they have the skills and expertise needed to execute the company's commercial strategy. This involves providing training and development opportunities, mentoring and coaching team members, and fostering a culture of continuous learning and growth. 3. Innovation: The Head of Grow Business must prioritize innovation and encourage their team to think creatively and identify new ways to drive growth and profitability. This involves staying up to date with emerging technologies and market trends, identifying new opportunities for growth, and fostering a culture of experimentation and innovation. 4. Strategic partnerships: The Head of Grow Business must focus on identifying and building strategic partnerships that can help the company achieve its commercial objectives. This involves developing strong relationships with partners, identifying opportunities for collaboration and co-creation, and leveraging partner capabilities to drive growth and innovation. 5. Data-driven decision-making: The Head of Grow Business must prioritize data-driven decision-making to inform the company's commercial strategy. This involves analyzing customer and market data, tracking performance metrics, and using insights to make informed decisions and drive continuous improvement.

Job Dimensions

Reporting Relationships: jobs that report to this position directly and indirectly	
Direct Reports	3
Indirect Reports	Up to 11

Stakeholder Management: key stakeholders that the position holder will need to liaise/work with to be successful in this role.	
Internal <ul style="list-style-type: none"> • Loop DFS CEO • Chief Commercial Officer • Chief Product Officer • Chief Risk Officer • Chief Operations Officer • Finance Team • Strategy Office • Ecosystem Leads • Data Science Lead • Product Development team • Risk Team • Operations 	External <ul style="list-style-type: none"> • Customers, • Ecosystem Partners • Suppliers, • Financial Institutions, • Regulators,

Decision Making Authority /Mandates/Constraints: the decisions the position holder is empowered to make <i>(Indicate if it is Operational, Managerial or Strategic)</i> . Please also highlight any budgetary control responsibility if applicable for the role.
<ul style="list-style-type: none"> • Strategic: Ecosystem Plan, New Products and Customer Development • Strategic: Business model, cost and revenue structure, Pricing Strategy • Strategic: Business Risk Modelling • Strategic: Department structure, recruitment, and placement • Tactical: Customer segmentation and positioning • Tactical: GTM Plans • Tactical: Experimentation • Managerial: Goal Setting, Performance Management & Coaching • Operational: Growth OKRs monitoring • Operational: Customer Engagement

Work cycle and impact: time horizon and nature of impact (Planning) <i>(e.g. Less than 1 week, 2 weeks, 2 weeks – 1 month, 1 month – 3 months, 3-6 months, 6-12 months, above 1 year)</i>
<ul style="list-style-type: none"> • Long-term – 3-5 year & beyond (Strategic Direction) • Mid-term – 2-3 year (Tactical Play) • Short-term – 6-12 month planning cycle (Managerial & Operational)

Ideal Job Specifications
Desired personal attribute: Relentless in your pursuit of growth and want to disrupt the FinTech industry

Ideal Job Specifications

Academic:

- A Bachelor's degree in Computer Science or Business or related fields.
- MBA or a Master's degree in a business field is desirable.

Work Experience:

At least ten years' work experience, five of which should have been in management position in a Technology or Fintech. Should have participated in strategy development and implementation, and having led large successful business development projects and/or initiatives.

Technical Competencies	
Business Strategy	<ol style="list-style-type: none"> 1. Business Development: You should have a strong understanding of business development principles and be able to identify and cultivate relationships with potential partners that will contribute to the growth of the business. This includes conducting market research to identify potential opportunities and developing strategies to engage with potential partners. 2. Product and Industry Knowledge: As the Head of Ecosystem Development, you will need to have a deep understanding of the company's products and services and the industry in which it operates. This will enable you to identify potential partners that align with the company's strategy and products and build relationships with them. 3. Collaboration and Communication: You will need to be an excellent communicator and collaborator, able to work with cross-functional teams to achieve shared goals. This includes working with sales and marketing teams to identify potential partnerships and working with product and engineering teams to develop integration solutions. 4. Negotiation and Contract Management: As a key member of the business development team, you should have strong negotiation and contract management skills to ensure that agreements with partners are favorable for the company. 5. Strategic Planning: You should be able to develop and execute a strategic plan for ecosystem development that aligns with the company's overall strategy and goals. This includes setting clear objectives, identifying key performance indicators, and developing a roadmap for execution.
Platform Business Design	<ol style="list-style-type: none"> 1. Customer empathy: The role holder must have a deep understanding of the needs and preferences of the company's customers. This involves developing empathy for customers, conducting user research, and incorporating customer feedback into the design of the platform. 2. Design thinking: The role holder must be able to apply design thinking principles to the platform design process. This involves developing user-centered design solutions, prototyping and testing designs, and iterating based on user feedback. 3. Technical knowledge: The role holder must have a strong understanding of the technical aspects of platform design, including APIs, data models, and software architecture. This involves working closely with engineering and product teams to ensure that the platform is designed in a way that is scalable, reliable, and secure. 4. Collaboration and communication: The role holder must be able to collaborate effectively with cross-functional teams, including product, engineering, design, and business teams. This involves communicating effectively, building consensus, and aligning teams around a common vision for the platform. 5. Innovation: The role holder must be able to drive innovation in the platform design process. This involves staying up-to-date on emerging technologies and trends, exploring new design approaches, and experimenting with new features and functionality. 6. Business acumen: The role holder must have a strong understanding of the business implications of platform design decisions. This involves balancing the needs of customers with the needs of the business, understanding the

	competitive landscape, and making data-driven decisions that drive growth and profitability.
Business Model Innovation	<p>The role holder will be responsible for designing business models and proposing innovations that LOOP DFS can pursue within the ecosystems. To excel in this role, you will need to possess the following business model innovation competencies:</p> <ol style="list-style-type: none"> 1. Market Research: The role holder should have a deep understanding of the market and industry in which the company operates, and be able to identify emerging trends and customer needs. This will enable you to identify opportunities for new business models that align with customer needs and company strategy. 2. Customer Focus: The role holder should have a deep understanding of customer needs and preferences, and be able to design business models that create value for customers. This includes developing customer personas, conducting user research, and using customer feedback to improve and refine new business models. 3. Design Thinking: The role holder should have strong design thinking skills to facilitate the development of new business models. This includes identifying customer pain points, prototyping new solutions, and testing and iterating on ideas.
Partner Management	<ol style="list-style-type: none"> 1. Strategic thinking: The role holder must be able to think strategically about the company's partner ecosystem and how it can drive growth and achieve its commercial objectives. This involves understanding the company's competitive landscape, identifying emerging trends and technologies, and anticipating changes in customer needs and preferences. 2. Relationship building: The role holder must have strong relationship building skills, including the ability to establish and maintain strong relationships with partners. This involves identifying potential partners, building rapport, and working collaboratively to achieve shared goals. 3. Negotiation: The role holder must be able to negotiate effectively with partners, including negotiating terms of agreements, pricing, and other commercial terms. This involves understanding partner motivations, identifying areas of mutual benefit, and building consensus around shared goals. 4. Communication and collaboration: The role holder must be able to communicate effectively with internal teams and external partners. This involves building consensus around shared goals, managing expectations, and communicating complex technical concepts in a clear and concise manner
Activation Management	<ol style="list-style-type: none"> 1. Analyse data: The role holder must have the ability to Analyse data from user behaviour, acquisition channels, and activation metrics to identify opportunities for improvement in the activation process. 2. Optimize sign-up flow: The role holder must have competencies in optimising the sign-up flow can improve the user experience and reduce drop-off rates. Working with UX / UI function in simplifying the registration process and providing clear instructions can help increase conversions. 3. Focus on Aha moments: The role holder should be able to define Aha moments which help users realise the value of the product or service. By identifying these moments and optimizing them. 4. Implement gamification: The role holder should be able to define gamification use cases in non-game contexts to increase engagement. 5. Test and iterate: The role holder should be able to run testing for different strategies and iterate on them so identify what works best for their product and

	user base. Should be able to run A/B testing, review user feedback, so as to make decision-making that lead to improvements in activation management.
Retention management.	<ol style="list-style-type: none"> 1. Use case retention: The role holder will have the ability to develop strategies for use case retention. 2. Frequency retention: The role holder will have the ability to develop frequency retention strategies to increase the percentage of users who continue to use Loop DFS product over time. 3. Intensity: The role holder will have the ability to implement Intensity strategies that will increase the level of engagement that users have with Loop DFS products.
Monetisation management.	<ol style="list-style-type: none"> 1. The role holder will have the ability to manage strategies that will increase revenue for the product portfolio and average revenue per customer 2. H/She will have the ability to manage strategies that will reduce cost of goods sold (COGS) where possible therefore increasing Gross margins for the Loop consumer and Loop merchant products. 3. H/She will have the ability to manage payback periods for a product within the ecosystem. 4. H/She will manage the life time value of customers by measuring the LTV: CAC ratios.
Financial Acumen	<ol style="list-style-type: none"> 1. Financial Analysis: The role holder will have the ability to analyze financial data and draw conclusions about the financial health and performance of the ecosystem. 2. Budgeting and Forecasting: The role holder will have the Knowledge of budgeting principles and techniques to create, manage and maintain budgets for the ecosystem. 3. Cost Management: The role holder will have the ability to manage and optimize costs for the ecosystem by identifying areas for cost savings and controlling expenses. 4. Financial Modelling: The role holder will the ability to build financial models to evaluate potential ecosystem development opportunities and forecast future financial performance. 5. Risk Management: The role holder will have risk management know how and be familiar with risk management principles and techniques to identify and mitigate financial risks to the ecosystem. 6. Strategic Financial Planning: The role holder will have the Ability to develop and implement financial strategies to achieve the ecosystem's objectives. 7. Stakeholder Management: The role holder will have the ability to communicate financial information effectively to stakeholders, including investors, partners, and internal team members. 8. Knowledge of Financial Regulations: The role holder will understand financial regulations and compliance requirements that affect the ecosystem
Credit Lifecycle management	<ol style="list-style-type: none"> 1. The role holder will have a sound understanding of management of credit lifecycles for short term and long-term loans ensuring that day 60 defaults are kept within budget.
Collaboration	<ol style="list-style-type: none"> 2. The role holder will have the ability to work in cross functional teams within Loop DFS so as to achieve commercial goals.

Behavioural Competencies	
Emotional Intelligence	<ol style="list-style-type: none"> 1. Self-awareness: The role holder must have a strong sense of self-awareness, including understanding their own emotions, strengths, and weaknesses. This involves being able to reflect on their own experiences and take feedback constructively. 2. Empathy: The role holder must be able to understand and empathize with the emotions and perspectives of others, including customers, employees, and partners. This involves listening actively, reading nonverbal cues, and demonstrating understanding. 3. Relationship building: The role holder must have strong relationship-building skills, including the ability to establish and maintain positive relationships with stakeholders. This involves being approachable, responsive, and supportive. 4. Conflict resolution: The role holder must be able to manage conflict effectively, including understanding the emotions and perspectives of different parties and working collaboratively to find a mutually beneficial solution. 5. Communication: The role holder must be able to communicate effectively, including being able to listen actively, speak clearly and concisely, and adjust communication styles to fit different audiences
Social and Cross-cultural Awareness	<ol style="list-style-type: none"> 1. Cultural intelligence: The role holder must have a deep understanding of different cultures, including their customs, values, and communication styles. This involves being able to adapt to different cultural contexts, including recognizing and respecting cultural differences. 2. Global mindset: The role holder must have a global mindset, including understanding global trends and their impact on the company's business. This involves staying up-to-date on global news and developments, attending global events and conferences, and building a network of global contacts. 3. Inclusive leadership: The role holder must be an inclusive leader, including being able to recognize and value diverse perspectives and experiences. This involves promoting an inclusive culture, creating an environment where everyone feels valued and respected, and ensuring that all voices are heard. 4. Social responsibility: The role holder must have a strong sense of social responsibility, including understanding the impact of the company's actions on society and the environment. This involves developing and implementing social and environmental responsibility policies, promoting ethical business practices, and engaging with stakeholders to ensure that the company's actions are aligned with social and environmental goals. 5. Interpersonal communication: The role holder must be able to communicate effectively with stakeholders from diverse backgrounds, including being able to adapt communication styles to fit different cultural contexts. This involves being able to listen actively, read nonverbal cues, and demonstrate empathy and understanding
Self-Development	<ol style="list-style-type: none"> 1. The role holder will have a strategic approach to personal and professional development, actively seeking feedback from others to which they will respond by establishing self-development goals. Seek to experience a range of relevant career opportunities in the context of a long term plan enabling them to deliver the truly outstanding contribution required.
Leadership	<ol style="list-style-type: none"> 1. Strategic thinking: The role holder must be able to think strategically and identify opportunities for growth, both within existing markets and through new market entry. This involves analyzing market trends and competitive forces, identifying

	<p>potential partners and acquisition targets, and developing and implementing strategic plans.</p> <p>2. Collaboration and influence: The role holder must be able to collaborate effectively with other leaders in the company, as well as external partners and stakeholders. This involves building strong relationships, influencing others through persuasive communication, and being able to negotiate and resolve conflicts.</p>
--	---

This JD is signed-off with reference having been made to the organisation's core values and aligned competencies against these values.