

Job Title:	Supply Side – Marketplace Operations Lead	Reports to:	General Manager, CarDuka
Unit:	CarDuka	Department:	Asset Finance & Business Solutions
Grade:	Band 4	Date:	Feb 2025
Job holder:		Supervisor:	
Signature:		Signature:	

Job Purpose Statement
<p>CarDuka is currently at a pivotal stage of rebuilding and expanding its marketplace to offer a more customer-centric and end-to-end automotive ecosystem. We aim to create a trusted automotive ecosystem where car dealers, private sellers, car importers, financial services providers, and auxiliary service providers interact, all underpinned by a highly liquid marketplace, financial services, mobile-first focus, data-centricity and high customer obsession.</p> <p>The Supply Side – Marketplace Operations Lead will drive the growth and quality of supply across all automotive ecosystem partners. This includes used & new car dealers, private sellers, car importers, financial services providers, and auxiliary service providers (e.g., spare parts, car accessories, driving schools, road rescue services etc.). By cultivating strong relationships with suppliers and ensuring seamless onboarding & engagement, the Supply Side Lead will play a pivotal role in building a robust, trusted, and monetizable ecosystem on CarDuka. The role is very dynamic, one day the individual will onboard a used car dealer & moderate supply-side content, the next day he/she will design a supply-side product with the CarDuka product team and another day the individual will analyse the supply-side analytics.</p> <p>The measures of success for the role will be (will evolve with the business needs):</p> <ul style="list-style-type: none"> ▪ No. of verified supply-side users i.e. dealers, private sellers, finance partners etc. ▪ No. of listings/supply-side content. ▪ Content quality score. ▪ Marketplace liquidity. ▪ Supply-side revenue.

Key Accountabilities (Duties and Responsibilities)		
Perspective	% Weighting	Output
Supply Growth & Onboarding	25%	<ul style="list-style-type: none"> ▪ Identify, verify, and onboard high-quality suppliers, including used & new car dealers, private sellers, car importers, and auxiliary service providers (e.g. spare parts, accessories, garages etc.).

		<ul style="list-style-type: none"> ▪ Develop and refine onboarding processes to ensure smooth integration into the CarDuka marketplace, maintaining consistent supplier quality and trust. ▪ Collaborate with marketing and the GM to design campaigns and incentives that encourage diverse automotive ecosystem suppliers to join CarDuka.
Revenue Optimization	25%	<ul style="list-style-type: none"> ▪ Develop pricing, subscription, and commission structures for different supplier segments to maximize revenue and supplier satisfaction. ▪ Identify and implement new revenue-generating opportunities (e.g. featured listings, premium services) while balancing supplier ROI and CarDuka's financial objectives. ▪ Work with finance and product teams to refine payment flows, billing models, and revenue reporting.
Supplier Relationship & Partnership Management	15%	<ul style="list-style-type: none"> ▪ Establish strong, ongoing relationships with suppliers, understanding their unique needs and aligning CarDuka's CVPs accordingly. ▪ Negotiate partnership terms, service-level agreements, and commercial models that drive mutual value (e.g., exclusive listing agreements, promotional deals, etc.). ▪ Conduct regular check-ins to gather feedback, share performance insights, and proactively address supplier challenges.
Quality Assurance & Compliance	15%	<ul style="list-style-type: none"> ▪ Maintain high standards of listing quality and compliance by setting up verification processes. ▪ Oversee periodic audits, spot checks, and partner performance reviews to ensure the integrity of CarDuka's supply ecosystem. ▪ Collaborate with NCBA's compliance teams to align with the group's compliance processes.
Cross-Functional Collaboration & Strategic Execution	10%	<ul style="list-style-type: none"> ▪ Partner with the Demand Side Lead to ensure supply aligns with market demand and user preferences (e.g., vehicle types, price points). ▪ Work closely with the Data Scientist to analyse supplier performance data and refine onboarding and engagement strategies. ▪ Contribute to CarDuka's overall strategic roadmaps aligning supply-side initiatives with CarDuka's overall strategy (e.g., user growth, revenue targets).
Data-Driven Decision-Making & Reporting	10%	<ul style="list-style-type: none"> ▪ Monitor key metrics such as supplier volume & churn, listing volume & quality, and supply-to-demand conversion rates; propose corrective actions or growth opportunities. ▪ Create regular reports for the General Manager, highlighting supply-side performance, revenue contributions, and upcoming improvement plans.

		<ul style="list-style-type: none"> ▪ Champion a culture of continuous improvement - using data insights and market feedback to iterate on supply-side processes and CVPs.
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Job Dimensions

Reporting Relationships: jobs that report to this position directly and indirectly	
Direct Reports	0
Indirect Reports	0

Stakeholder Management: key stakeholders that the position holder will need to liaise/work with to be successful in this role.	
<p>Internal</p> <ul style="list-style-type: none"> ▪ General Manager, CarDuka <ul style="list-style-type: none"> ○ Provides overall strategic direction, approves major supplier partnerships or initiatives, and evaluates performance against CarDuka's goals. ▪ Demand Side – Marketplace Operations Lead <ul style="list-style-type: none"> ○ Coordinates to match supply with user demand trends and adjusts supply acquisition strategies to optimize marketplace liquidity. ▪ Data Scientist <ul style="list-style-type: none"> ○ Collaborates for data insights on supplier quality, listing performance, and conversion rates; leverages analytics to refine onboarding processes. ▪ Product & Technology Teams <ul style="list-style-type: none"> ○ Ensures supplier-focused features (e.g., dealer portals, listing tools) are implemented; provides feedback on platform usability from the supplier perspective. ▪ Marketing & Communications <ul style="list-style-type: none"> ○ Aligns on supplier acquisition campaigns, co-branded promotions, and 	<p>External</p> <ul style="list-style-type: none"> ▪ Car Dealers, Private Sellers & Car Importers <ul style="list-style-type: none"> ○ Core suppliers who bring inventory to CarDuka's platform; their satisfaction and trust are key to maintaining a diverse supply. ▪ Auxiliary Service Providers (Financial Services Providers, Spare Parts, Accessories, Garages, etc.) <ul style="list-style-type: none"> ○ Broaden CarDuka's offerings beyond vehicle listings; the Supply Lead ensures these partners see tangible value and adhere to quality standards.

Stakeholder Management: key stakeholders that the position holder will need to liaise/work with to be successful in this role.	
<p>communication strategies targeting new supply sources.</p> <ul style="list-style-type: none"> ▪ Finance & Compliance <ul style="list-style-type: none"> ○ Ensures financial transactions and billing adhere to regulatory requirements and NCBA guidelines. ▪ Asset Finance & Business Solutions Teams 	

Decision-Making Authority /Mandates/Constraints: the decisions the position holder is empowered to make (Indicate if it is Operational, Managerial or Strategic). Please also highlight any budgetary control responsibility if applicable for the role.
Operational.

Work cycle and impact: time horizon and nature of impact (Planning) (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)
2 weeks to 1 Month

Knowledge & Skills Requirements
<ul style="list-style-type: none"> ▪ Marketplace Dynamics <ul style="list-style-type: none"> ○ Solid understanding of marketplaces (multi-sided platforms) and/or tech businesses; how to build and maintain marketplace liquidity, focusing on supply acquisition and management. ○ Passion for the automotive industry – you love cars – and ability to translate industry nuances into effective strategies. ▪ Relationship Building & Negotiation <ul style="list-style-type: none"> ○ Proven ability to forge and manage partnerships with diverse stakeholders – car dealers, service providers, and ancillary partners. ○ Strong negotiation skills to create win-win deals (e.g., listing fees, subscription packages, promotional campaigns). ▪ Operational Excellence <ul style="list-style-type: none"> ○ Process-oriented mindset to oversee onboarding, compliance checks, and ongoing supplier monitoring. ○ Ability to set up and track KPIs (e.g., supplier churn, listing quality) and implement continuous improvements. ▪ Commercial & Financial Acumen <ul style="list-style-type: none"> ○ Understanding of revenue models (subscription, commission, upsells) in a marketplace setting. ○ Basic budgeting and P&L awareness to forecast, track, and optimize monetization initiatives.

Knowledge & Skills Requirements

- **Analytical & Data-Driven**
 - Comfortable using data insights (dashboards, supplier performance metrics) to inform decisions.
 - Proficiency in spreadsheets and basic analytics tools to track supply growth and revenue targets.
- **Collaboration & Communication**
 - Strong communication skills to align with internal teams (Demand Side, Data Scientist, Product) and external partners.
 - Ability to articulate CarDuka's value proposition clearly and persuasively, adapting to varying supplier needs.
- **Education:**
 - Bachelor's degree.

Experience Requirements

- 4 years in operations, commercial, or partnership roles – preferably in a marketplace, e-commerce or tech business environment.
- A practical understanding of automotive or related sectors (e.g., logistics, fintech) is beneficial.
- Demonstrated success in onboarding and managing partner networks or supplier ecosystems.
- Familiarity with local regulations (cars, financial services, imports etc.) is advantageous.

NCBA Core Value Behaviours (Performance Drivers)

- **Driven** – Passionate, makes bold decisions and learns from failures. Seeks new challenges and appreciates different views. Constantly raises the bar and explores the full potential of self and opportunities.
- **Open** – Candid, honest and transparent in interactions, listens to colleagues and clients. Inclusive and respectful.
- **Responsive** – Proactive, acts quickly and resolutely to deliver results. Puts customer's interests at the heart of all that he/she does. Keeps it simple and seeks new ways to improve.
- **Trusted** – Does what is morally right always. Keeps his/her word. Accountable and believes in his/her colleagues.