



impacc

Chief Executive Officer (m/f)

We are looking for a general manager to turn Makapads into a love brand, and a premier social enterprise in Uganda. If you have built successful businesses in the past and have the desire to drive social change, apply!

About us

Makapads is a biodegradable sanitary pad made from papyrus. It is designed at an entry-level price point for poor, rural markets. It is an affordable, environmentally friendly alternative to rags or no sanitary protection and thus empowers girls to go to school the whole month, and women not to miss work. Invented by Dr. Moses Kizza Musaaazi in 2004 (?), Makapads has produced and millions of pads over the past decades. In order to further grow, Makapads will abandon the previous strategy to sell pads in bulk to NGOs who then distribute them for free in refugee camps, but rather adopt a strategy to sell pads on the open market in rural areas. The vision is to reach every young women in poor areas. To this end, Makapads will establish production centres across the country, improve product and cost structure and, most importantly, create a brand that will win the hearts of women in rural areas. Makapads is the exclusive product of a joint venture between the inventors of Makapads, Technology for Tomorrow, and German social business non-profit, Impacc.

Your Role

You will be responsible for all aspects of Makapad's success, in particular P&L (driven by sales revenue and optimised cost structure), product innovation, supply chain, marketing and sales, and overall organisation building.

Organisation building: register Makapads as a for-profit company in Uganda, and build a strong team to drive it towards success. Build the main production center to profitable growth, and establish new production sites across the country as the business expands.

Marketing and Sales: with the help of a sales manager (and potentially a marketing manager), execute the new sales strategy and turn Makapads into the brand of choice for young women in rural areas.

R&D and production: with the help of an established production team, oversee product and supply chain innovation and optimisation allow Makapads to be competitive at entry-level price points.

Your profile

Proven success in managing businesses as a general manager, ideally in fast-moving consumer goods. Deep functional expertise in marketing/sales or finance is an asset, but cross-functional experience is a must.

Entrepreneurial drive. This role requires a self-starter who treats Makapads as his/her business (and will own shares in the company in return), not a manager who executes tasks given by others.

A cool head (as demonstrated by a top university degree), a hot heart (as demonstrated by engagement in social causes), and strong hands (as demonstrated by an ability to get things done).

Start-up mentality. This is an absolute “build from scratch” role where the boss needs to get his/her hands dirty as well as coach a young team to success.

Connect with the target group: a demonstrated ability to relate to the needs of young women in poor, rural areas.

What we offer

Freedom to turn an established product into a nation-wide success story, and impact the lives of millions of young women. The opportunity to build a team, a brand and a business almost from scratch. An office in Kampala with plenty of travel throughout Uganda. The ability to mentor and be mentored. An attractive financial package including a fixed salary and share options in the company.

Please apply to info@impacc.org with CV, cover letter, copies of school and university grades (all in PDF format) until 31 August 2020.