



**Job Description | Head of Marketing
Peach Tech Limited**

About Us:

At Peach, our mission is to revolutionize car ownership across Sub-Saharan Africa by transforming the way people buy, sell, and maintain cars. We're building a dynamic marketplace powered by innovative technology, a customer-centric culture, and a commitment to fair business practices. Our vision is to create a seamless and accessible car ownership experience that makes vehicles more affordable, reliable, and sustainable for everyone.

Peach is on a bold path to becoming the largest car marketplace in Kenya, with the ambitious goal of selling 100 cars a month by end 2024. But we're not stopping there. We aspire to be Kenya's ultimate one-stop shop for all things cars, offering everything from vehicle sales and maintenance to financing solutions — all delivered the Peach way: trust, transparent, and customer-focused.

By continually pushing the boundaries of what's possible, we aim to reshape the car ownership experience in Kenya and Sub-Saharan Africa, making it easier, smarter, and more inclusive for every driver. Join us on our journey to change the way Africa drives.

Role Relationships:

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| Business unit | Country Leadership |
| Reporting to | General Manager |
| Responsible for | <ul style="list-style-type: none">Marketing |
| Key relationships and contacts | Collaboration with CEO/CFO/CTO/CGO/COO |

Role Description:


The Head of Marketing role at Peach is a new and exciting role that requires a blend of strategic vision, creative visioning, data analysis and people management. The individual will be responsible for building up the Peach marketing capacity to be a content driven engine. They will reimagine the possibility of how Peach can become the first business that Kenyans think about when they have any vehicle needs.

The role demands a leader who is not only good at building a highly compelling brand strategy, but is also able to dive into the analytics and creative content side of things. We imagine a Head

of Marketing who is a generalist across these three areas and has the excitement about elevating our brand to the next level.

Duties and Responsibilities:

Specifically, the Head of Marketing at Peach can expect to lead/own the following marketing elements, at a country level:

- **Execute on the vision for Marketing at Peach**
 -  Project Charter_Peach Cars as a Content Hub_November 2024
- **Strategy-setting**
 - Work with Country level leadership in the building of a strategic plan for the next 12 months that aligns with the broader vision(s) for the company. This will include working with *what is* in planning for existing commercial and supporting business units, as well as working with *what could be* in scoping growth trials, organizational changes, etc. insofar as they could serve to grow Peach's presence in the market.
 - Work with the Country level leadership in the building of org chart(s) to support annual strategic plans.
 - Proactively review the soundness of the annual strategy at quarterly intervals, and make adjustments as needed to support broader company objectives.
 - Translate the annual business strategy into clear, specific actionable goals, objectives and initiatives for each team across Peach.
 - Establish key performance indicators for each team to track progress on strategy execution and use the same to assess performance at the individual and team level monthly, quarterly, bi-annually and annually.
 - Develop marketing plans, set KPIs, and analyze overall performance.
- **Manage the Marketing team to achieve annual, quarterly and monthly goals**
 - Hold weekly or bi-weekly one-on-one meetings with team members to track progress, discuss roadblocks, provide guidance, review KPI's, identify performance gaps and offer support for overcoming obstacles.
 - Clearly define roles and responsibilities for team members in relation to the strategic plan, ensure team members have the resources and authority they need to make decisions and drive results while also holding them accountable for their performance.
 - Offer team members mentorship and coaching to enhance ability to manage people effectively, provide tools, frameworks and resources to help them support change and strategy implementation effectively.
 - Tie reward and recognition to successful execution of the strategy and meeting departmental KPI's while leading milestones celebrations throughout the year.
- **Budget development, monitoring and implementation:**

- Continuously track and manage budget performance to ensure spending stays within allocated limits and aligns with strategic goals.
- **Marketing implementation**
 - Coordinate high-level campaigns and major promotional efforts.
 - Direct the team on campaign focus and priorities.
 - Analyze campaign data and oversee performance marketing.
 - Supervise and mentor team members to ensure cohesive execution.
 - Monitor KPIs and adjust marketing strategies based on data.
- **Other**
 - Foster relationships with partners and oversee strategic partnerships.

Knowledge and Experience:

5+ Years of Business Building and Management High-Performing Marketing Teams: Proven track record in scaling and managing marketing orgs, with a focus on growth and operational excellence. Startup experience is a plus, as we are looking for someone comfortable with navigating ambiguity and building from the ground up.

Leadership Experience in a High-Growth Environment: Experience in a decision-making role within a high-growth company. Familiarity with the fast-paced and evolving nature of growth-stage businesses is critical. Ability to think strategically while driving operational execution.

Team Building and People Leadership: Experience building, leading, and nurturing diverse teams. Strong emphasis on compassionate people leadership, fostering a culture of respect, empowerment, and accountability.

Entrepreneurial Spirit: A mindset that embraces opportunities rather than problems. Creative, adaptable, and driven by results, you should thrive in environments that require you to think strategically while executing tactically.

Multitasking and Adaptability: The ability to juggle multiple responsibilities and switch between various tasks seamlessly. For example, handling customer issues one day, recruiting new talent the next, and solving logistical challenges shortly after.

Stakeholder Management: Proven ability to build and manage relationships with key internal and external stakeholders, including customers, suppliers, regulatory bodies, and investors (when relevant). Comfort with managing diverse interests and aligning them toward common objectives.

Sales and Marketing Expertise: Strong experience and proven success in sales and marketing. This includes both digital and physical sales channels, with an ability to develop and execute strategies that drive revenue growth and market penetration.

Analytical and Data-Driven Thinking: Ability to leverage data to drive decision-making. Analytical thinking is essential to assess market trends, customer needs, financial performance, and operational efficiencies. A strong focus on key performance indicators (KPIs) to guide strategy and execution.

Competencies

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| <i>Effective communication - esp. narrative story-telling</i> | <i>Understand how to communicate so that your intended audiences not only understand the what, but also walk away with a broader understanding of the why. Be able to plot out intentional “journies” for our customers, stakeholders, and audience(s) to get them to an understanding, to take action, etc.</i> |
| <i>Commercial strategy</i> | <i>Be involved in strategy-setting with C-suite and commercial business unit leads.</i> |
| <i>Conducting an orchestra</i> | <i>The Marketing team at Peach Cars will, by necessity, be composed of different groups doing different things at different times - all pulling in the same direction, but only successful if executed in an intentional, staged manner, like conducting an orchestra. The Head of Marketing needs to be comfortable being a conductor.</i> |
| <i>People and performance management</i> | <i>The Head of Marketing is able to distill broad(er) objectives to the team and individual level, creating and manning a system(s) for maintaining accountability across the team, coaching / mentoring team members, etc. all in the service of understanding and then improving team performance.</i> |
| <i>Data-driven decisionmaking</i> | <i>You know what data you should be tracking, and why, and then track it and make the right decisions based on the interpretation of the data.</i> |
| <i>Detail orientation</i> | <i>You understand that the devil lives in the details, and sweat the smallest detail (Note: This is not micromanagement, just a keen eye for detail.)</i> |

Attitudes and Behaviors

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| <i>Courage</i> | <i>The role you’re moving into doesn’t have a cheat sheet or a tried-and-true method of success. There is a ton of open space and the stakes are high. Yet, instead of being scared by that you lean into the unknown, whatever that may be.</i> |
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| <i>Collaboration</i> | <i>Your team will be composed of different parts, each with it's purpose in making the dream happen. Similarly, your team acts as a service center to the broader business. As such, collaboration - inter and intrateam - is a must. If you're working in isolation, something is wrong!</i> |
| <i>Curiosity</i> | <i>Don't think you have the answers for everything, and don't trust intuition. Rather, ask more questions that you answer, and rigorously test everything!</i> |
| <i>Supportive</i> | <i>Your team will be asked to do a lot, and to perform to high standards. Lead them with positive motivation, supporting them in their work and individual professional growth areas however possible.</i> |
| <i>Delegation</i> | <i>You don't try to do everything yourself. Indeed, you know - by experience, intuition, or otherwise - that this is a self-defeating approach. You delegate, intentionally and effectively, setting your direct reports up for success with clear expectations and accountability mechanisms.</i> |
| <i>Radical ownership</i> | <i>You take full responsibility for everything that happens in the Marketing team - owning the wins as much as the losses and learning opportunities. You engage in not only tactical delivery, but also strategic direction. And, if there's not clarity, demand it - even if it's uncomfortable to do so.</i> |