

# Candidate Brief

## **Operation Manager-Mobile**

**DFID Extension Funding, D2F scale-up element  
(2013-15)**

**CABI, Nairobi, Kenya**

**December 2013**

## CABI BACKGROUND

CABI ([www.cabi.org](http://www.cabi.org)) is a not-for-profit development-led organization supported by a solid scientific research base and a world class publishing service. Our mission is to improve people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our work increases food security and protects biodiversity.

We have over 350 staff based in 16 countries. We have offices in Brazil, China, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK and the USA.

CABI is an intergovernmental organization that can trace its origins back to 1910. Our mission and direction are influenced by government representatives from our 46 member countries who help guide the activities we undertake. These include scientific publishing, development projects and research, and microbial services. We are also leading a major new initiative, Plantwise, which aims to improve food security and the lives of the rural poor by reducing crop losses.

### Publishing

We produce key scientific publications, including CAB Abstracts – the world-leading database covering agriculture and environment and Global Health - the definitive bibliographic database for public health information. We also publish multimedia compendia, books, ebooks and full text electronic resources aiming to further science and its application to real life. Behind each of our products is a team of subject specialists committed to delivering the most relevant and authoritative information to researchers worldwide.

### Development projects and research

Our staff research and find solutions to agricultural and environmental problems. We use science, information and communication tools to help solve issues of global concern. Our work is arranged around four core themes:

- **Commodities** – we work to enable smallholder commodity farmers to compete in global markets. We diagnose and control plant pests and diseases, and help farmers get a better price for their crops. We work on crops such as coffee, cocoa, wheat, rice and cotton.
- **Invasive species** – we are helping to reduce the spread and impact of invasive weeds such as Japanese Knotweed, water hyacinth and insects such as coffee berry borer and cocoa pod borer. We also advise countries at a policy level about agriculture, trade and the environment.
- **Knowledge for development** – we work with farmers, extension workers, researchers and governments to deliver agricultural knowledge and develop communication strategies and systems.
- **Knowledge management** - we use information and communication technologies to provide farmers, researchers and policy makers with the information they need to make informed decisions and to lift people out of poverty.

### Microbial services

We manage one of the world's largest genetic resource collections, the UK's National Collection of Fungus Cultures. We conduct microbiological identifications, provide cultures for sale, and offer preservation and consultancy services. We are also screening our collection, looking for natural products such as antibiotics, vitamins and enzymes.

### Plantwise

Plantwise aims to increase food security by providing knowledge. It helps poor farmers in developing countries improve their livelihoods by losing less of what they grow to plant health problems. This will be achieved through expansion of the plant clinic network which CABI has already begun to establish, supported by the creation of a global knowledge bank of information on plant health, pests and diseases. Plantwise will be a global programme, comprising an integrated set of projects and activities.

[www.plantwise.org](http://www.plantwise.org)

## THE ROLE

<b>Job title:</b>	Operation Manager-Mobile ( <b>Africa</b> )
<b>Salary range:</b>	As per the industry standards
<b>Grade:</b>	Hay Band 6
<b>Reporting to:</b>	Global Director, Mobile
<b>Direct reports:</b>	None
<b>Key peer group:</b>	Program Manager, Project Manager/s, Head of IT (Mobile), Marketing Head, Business Analysts, Database Architect, Database Administrator, Other consultants, stakeholders and partners.
<b>Location:</b>	CABI, Nairobi, Kenya

### Direct2Farm:

**Direct2Farm** aims to support farmers with critical information to solve agriculture problems and take informed decisions, resulting in improved farm productivity and better market access. This will be achieved through developing the Direct2Farm knowledge repository, containing actionable information on various topics of crops and livestock health and production, repurposed for farmers and customized for delivery through mobile channel. Direct2Farm Infomediary platform will ensure delivery of these information, and also information from other third parties, such as market and meteorological information, through the mobile telephone networks.

### Purpose of the role

The Operation Manager will play a key role in managing the functional and commercial relationship between CABI and the key stakeholders in the mobile industry (e.g. Mobile Network Operators, Value Added Service (VAS) providers, content providers, rural service providers etc.). The Operation Manager will work closely with GD-Mobile to formulate and implement CABIs mobile strategies (Go2Market, Product/Service Design etc.) in the countries/regions of operations. The Operation Manager will also oversee and ensure that the key stakeholders are engaged as per the requirement of the mobile projects of CABI in different countries.

### Candidate profile:

The expected profile would be someone with demonstrable skills in partner relationship management and business development, plus good marketing and communication skills and hands-on experience in the mobile VAS industry, preferably in the mobile for development context. A post-graduate level education in business management or communication, excellent command over written and spoken English along with one major vernacular language is essential. Candidates with experience of international development projects or public private partnership projects will be preferred. An entrepreneurial attitude with good analytical and business networking skills will be advantageous.

## Key Accountabilities

- Managing partnerships/collaboration with key stakeholders (current and prospective) for regional mobile-based business activities on defined projects, including management of local relationship with mobile national operators
- Monitoring key local and regional trends in mobile service provision and recommending tactical responses
- Development of project concepts/proposals
- Defining service descriptions and working with IT & Business Development teams to deliver the new product/services
- Developing business models and cases for new mobile services
- Market Scoping/research and opportunity scanning
- Liaise with other CABI Centers and Corporate business units
- Developing marketing and/or promotional plans for mobile projects
- Networking and Key Account Management
- Recruitment and management of sub-contractors and outsourced service partners (in consultation with relevant Regional Director, Global Director (Mobile), and/or Head of IT (mobile))

## CANDIDATE PROFILE

### Knowledge & Skills

- Understanding of mobile VAS industry norms and processes
- Marketing & Communication
- Business Networking
- Project concept/proposal development
- Business model/case development
- Service definition and delivery

### Education & Qualifications

- Post-Graduate level in business management, communication or commerce

### Personality Characteristics

- Entrepreneurial
- Open to learning
- Passion for social development
- Team player

### Experience

- Detailed demonstrable experience in a similar role

### Special Circumstances

- (if any)

#### NOTE

This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular changing corporate requirements and individual development needs.

## HOW TO APPLY

To apply please send the following to [recruitment@cabi.org](mailto:recruitment@cabi.org) *quoting job reference 133/2013* and stating where you saw this post advertised:

1. A detailed cover letter describing in full how you meet the candidate profile, and to include details of your current remuneration;
2. A full Curriculum Vitae
3. The names and contact details of three referees, one of whom must be your current or most recent employer – referees will not be contacted without your prior permission

**Please note that the closing date for the receipt of applications is midnight GMT Sunday 5<sup>th</sup> January 2014**