

## Job Specification: Marketplace Delivery Lead, Siem Reap, Cambodia

### Overview of reach52 and Our Work

reach52 is a social enterprise that provides affordable, accessible healthcare to low- and middle-income communities where access is low or non-existent. Essential health services don't reach 52% of the planet, and we're on a mission to change this driven by our purpose 'to make healthcare go further, so every community can thrive'.

We create end to end, sustainable healthcare solutions in these communities in 3 key ways: 1-Award-winning reach52 tech and data that enable profiling, screening, and an online marketplace delivering medicines and insurance direct into the communities. 2. Equipping members of the communities to run these services for their communities, and 3. Partnering with governments and foundations to deliver targeted public health solutions, and the private sector to provide the affordable medicines, diagnostics and microinsurance the communities need most.

Our innovative approach enables us to leapfrog the barriers of traditional health systems and accelerate healthcare for all. Our partners include organisations such as Johnson & Johnson, Allianz, Philips, Unicef and Google.

### Overview of the Role

reach52 marketplace is an e-commerce platform for rural communities, providing affordable medicines, insurance, diagnostics, and consumer health products into hard-to-reach regions. We equip Marketplace Area Managers in the communities to run the services through offline mobile apps. We are looking for a Marketplace Delivery Lead to oversee marketplace operations in our communities in Cambodia, responsible for driving growth and flawless execution on the ground. This will include optimizing our affordable product range and pricing, managing supply chain partners, and driving the performance of our teams of Marketplace Area Managers. The right person will be self-starter with the ability to work effectively in a fast paced, start-up environment, and a passion for creating healthcare and opportunity for all.

**Designation:** Marketplace Delivery Lead

**Employment:** Full time with 6-month probation period

**Start Date:** ASAP

**Location:** Siem Reap, Cambodia

## Role Scope and Responsibilities

The core role scope and responsibilities will be:

- Work with the Chief Strategy & Marketing Officer and Country Leads to develop reach52 marketplace growth plans for the communities and our private & public sector partners.
- Coordinate, motivate and drive the performance of our community-based Hub Managers and Marketplace Area Managers, including regular time in the field coaching and enabling our Marketplace Area Managers.
- Lead the execution of all reach52 marketplace plans, activities, and operations, continuously improving performance.
- Continuously improve product, pricing, and promotions through reach52 marketplace to deliver value for our communities and grow a sustainable social business service.
- Collaborate, manage, and optimize processes with all reach52 marketplace supply chain partners, including managing payments and order fulfilment.
- Become a product subject matter expert in reach52 marketplace core products, services, and tech to support Marketplace Area Managers in the field.
- Set KPIs, and monitor, report on and optimise the effectiveness of all marketplace performance.
- Responsible for the reach52 marketplace P&L in Cambodia, managing commercials to drive growth and a sustainable social business.

*Interested candidates may send in their CV and cover letter to [operations@reach52.com](mailto:operations@reach52.com)*