

Director, B2C Engagement and Monetisation

Overview of reach52 and our work

reach52 is a fast-growing health tech start-up working to enable sustainable, affordable health services for the 52% of the world who can't access traditional health facilities (such as pharmacies and clinics, etc).

We do this through training a network of community members who collect data on healthcare needs, coordinate and manage a range of community-level services (such as health awareness events, screening campaigns, etc – run with government, funded by private sector) and then order and manage the last-mile distribution of affordable products and services (such as medicines, insurance plans, and consumer health products).

This allows healthcare services and treatments from both public and private sector to reach further into communities, improving health outcomes and saving lives where state of the art services don't always get to; enabling health for all, through a sustainable social business model. We are headquartered in Singapore, work across the Philippines, India and Cambodia, have a small team in London, and are currently launching in Indonesia and Kenya.

Going to work each day and creating new ways to positively impact people's lives is at the heart of what we do. To learn more about reach52, watch [this short video](#) or visit [our website](#).

Overview of the role

The reach52 team has grown steadily into three markets over three years, doubled our revenue year-on-year, and raised our initial funding round. We have predominantly been financed through B2B contracts (such as pharma companies or other partners funding health awareness or screening campaigns). This has allowed us to grow our user base quickly in recent months.

We have piloted and trialled offering our users in LMICs a range of products (including medicines, insurance plans, consumer health products and diagnostic services), but this has not been a major focus. We now want an expert in B2C engagement and last-mile delivery of customer-facing services in low resource settings to join our team and focus on building out this business to a sustainable revenue stream. This will include adding on to our current list of merchants, defining our community service propositions, driving marketing and engagement, supporting the country teams execution, and evaluating the effectiveness and profitability of our services.

Employment status: Permanent, full time
Start date: ASAP
Location: Singapore (with option to be located in one of our other offices)
Reporting to: CEO

Role scope and responsibilities

The core role scope and responsibilities will be to:

- Own and grow P&L for marketplace services;
- Build a robust marketplace and customer engagement strategy across our core markets;
- Work with leadership to define the core metrics and growth plan;

- Oversee and own the execution of this plan, working alongside country teams to implement the services;
- Execute and identify opportunities to improve sales via partnerships, deals, supplier and merchant sourcing and negotiation, training effective sales agents, effective localised marketing strategies;
- Understand our existing marketplace and logistics efforts, pilots and projects, evaluating them and using them as a foundation for future services and scale;
- Research, define and build alternative revenue and monetisation channels such as ads, data and research;
- Manage accurate and timely monthly, quarterly and annual reporting;
- Closely engage with the broader reach52 team across product, engineering, finance, etc to support the design, implementation and operational management of services;
- Work with the same teams to help manage any fraud, compliance and audit;
- Build, coach, manage and develop marketplace team;
- Support legal and regulatory work that helps us get permission to operate these services.

Person specification

The ideal candidate will have:

- Minimally 5 years' experience in marketplaces or B2C services in LMICs;
- Deep insights and knowledge of customers and their needs;
- Proven experience of P&L growth and the execution of successful marketing campaigns;
- Understanding of the economics and financials of last mile supply chain and marketplace operations;
- A knowledge of healthcare and/or insurance sector is preferred;
- Inspirational leadership style and hands-on approach;
- A passion for healthcare access, innovation and social impact;
- An agile, entrepreneurial, hardworking and growth mindset, able to independently thrive in a fast-paced start-up environment;
- Excellent written and verbal communication skills. Proficiency in English is essential;
- Robust analytical skills and an ability to process complex information to define clear direction and strategy;
- Permission to work in Singapore. Employment Pass holders can be considered, but successful applications cannot be guaranteed.

Interested candidates, please send your CV to operations@reach52.com clearly stating the job title in subject line.



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www.reach52.com