

Job Specification: General Manager, Cambodia

Overview of reach52 and our work

reach52 is a fast-growing healthtech 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 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. We have 50 in our core team, 4,000 agents in the field, 20 global private sector partners, 7,500 affordable health products in our marketplace, and support over 300,000 people access healthcare across our three current countries.

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

We are looking for an experienced and driven resource to run the service delivery, manage our team, manage partnership and growth, and drive marketplace operations in Cambodia. This will be a hands-on role, overseeing the core implementations of reach52's service (disease screening, digital health, marketplace services, capacity strengthening to local community health workers etc). This will be a strategic role, looking at scaling up the services and working with senior stakeholders from across the public and private healthcare sector to maintain and increase the support for our services. The Country Director will also be responsible for managing and growing a local team. It is also expected that s/he will take an active role in business development and generating new contracts and revenue.

reach52 marketplace is an e-commerce platform for rural communities, providing affordable medicines, insurance, diagnostics, and consumer health products into hard-to-reach population. We equip field agents in the communities to run the services through offline-first mobile apps. The Country Director will also oversee marketplace operations, drive growth and execution on the ground.

This role will take on the strategy with regards to pursuing these opportunities from the leadership team, as well as managing a pipeline of new opportunities and creating tailored solutions with growth partners.

Employment: Full time with 6-month probation period

Start Date: July 2021

Location: Siem Reap or Phnom Penh, Cambodia

Reporting to: Chief Executive Officer

Role Scope and Responsibilities

The core role scope and responsibilities will be:

- Manage implementations and country operations
- Evaluate new growth partners and sites, and maintain country expansion strategy
- Manage local resources and teams (technology, business services and community services)
- Manage any ground issues and escalations
- Coordinate and manage stakeholder and partner relationships
- Work with a range of partners to ensure they continue their support for reach52
- Work with the senior management team on new solutions, modelling the resources needed, and pricing accordingly
- Build new partnerships, clients, and networks
- Work with the Chief Marketing Officer to develop reach52 marketplace growth plans for the communities and our private & public sector partners
- Lead the execution of all reach52 marketplace plans, activities, and operations, continuously improving performance
- Collaborate, manage, and optimize processes with all reach52 marketplace supply chain partners, including managing payments and order fulfilment
- Set KPIs, and monitor, report on and optimize the effectiveness of all team performance
- Responsible for the reach52 marketplace P&L in Cambodia, managing commercials to drive growth and a sustainable social business

Person Specification

The ideal candidate will have:

- 7+ years' experience in management, strategy/business development/partnership/solution development
- Strong knowledge of healthcare sector (public, pharmaceuticals, digital health etc)
- Strong quantitative and qualitative skills. Excellent written communication skills
- Proven track record in business development and revenue generation
- Strong analytical skills in appraising new markets and opportunities
- Ability to think outside the box in a very innovative way
- Inspire confidence from new partners, and be trusted by them to invest in reach52

- Ability to work hard to deadlines, and get the job done no matter what
- Competitive and hungry to win

Contact Detail:

- Phnom Penh Address: #17E₂, Street 484, Sangkat Phsar Daeum Thkov, Khan Chamkar Mon, Phnom Penh Capital, Cambodia.
- Siem Reap Address: #1036, Group 6, Sala Kanseng village, Sangkat Svay Dangkum, Krong Siem Reap, Cambodia.

Contact Name:

reach52 Co.,Ltd

Contact Number:

(855) 92 93 94 54

Email Address: rithy@reach52.com

Website: www.reach52.com