

## Director, Community Growth and User Acquisition

### 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 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. We have 50 in our core team, 3,000 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

The reach52 team, users, B2B partnerships and country expansion has been relatively organic since our inception. However, we have realised that having partners on the ground that help recruit and train our field force of agents is efficient and effective. We have listed reach52 as a funding opportunity on various innovation and grant websites, and had over 300 applications to implement our model from 34 countries in just 6 weeks. We have trialled this partner-led growth in India, which is now our biggest market.

We are looking to hire a Head of Growth to lead our country and user expansion efforts. In this role, you are the first "boots-on-the-ground" representative for new markets. You will help build and run an operational playbook, including recruiting a team, evaluating potential partners, addressing legal and regulatory hurdles, as well as testing and iterating on various operational models. This role requires great project management skills and a determination to "hustle" and get things done.

**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:

- Work as part of the leadership team to define our market expansion strategy and prioritisation;
- Develop an operational market launch playbook and continually innovate processes;
- Operationalise this plan, building a market launch team in our core offices as well as new markets; Evaluate, recruit and onboard Growth Partners;
- Report on performance against key metrics and numbers;
- Lead regulatory and legal work needed for country expansion;
- Work closely with product, engineering and data team/s to support tech configuration;
- Generate insights and clear views of market needs, and how reach52 can support this as part of our launch strategy;
- Manage and own user and market expansion targets, budget and business strategy;
- Manage and refine the financial reimbursement amounts for Growth Partners;
- Motivate growth team to hit targets, maintain an energised and productive environment, inspire to win;
- Engage with the broader reach52 team (marketing, business development, design, finance, etc) to ensure key stakeholders are engaged, delivering what we need, and kept up to date

## Person specification

The ideal candidate will have:

- Minimally 5 years' experience in new market launches, helping businesses expand into new countries and managing the end-to-end process for this;
- Experience in a start-ups, healthcare or tech highly advantageous
- Hands on experience of operational execution, not just growth strategy or theory;
- Project management experience with an obsession over details
- High autonomy, entrepreneurial mindset to implement a business from scratch;
- Evidence of executing against growth and/or P&L targets in LMICs
- A passion for healthcare access, innovation and social impact;
- An agile, hardworking and growth mindset, able to thrive in a fast-paced 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;
- Flexibility to travel 50% of the year when COVID restrictions are lifted.

*Interested candidates, please send your CV to [operations@reach52.com](mailto:operations@reach52.com) clearly stating the job title in subject line.*