

Operations Manager - Libreville

In Melt Group we are searching for one of our clients, an international leader in Financial Services and Communications Company, a Operations Manager for their new office in Gabon.

Mission:

The OM is responsible for ensuring availability of Money Transfer services and new products with Network Agents in assigned regions. Continuously monitor and improve service quality at POS to deliver superior service to consumers, creating customer loyalty and generating business growth.

Responsibilities:

Coordinate Agent activation process. This includes ensuring agent's readiness in legal, operational and technical aspects, software installation and initial and ongoing training of agent's staff (CSC, back office, POS as well as "train the trainer"). Key contact between client's departments and Agents on all matters related to the operations/service aspect of the business, e.g. communications to the agents, implementation of procedures, software upgrades. Ensure Network Agents are in full compliance with worldwide operating policies and service standards. Manage POS audits and Consumer surveys, define subsequent strategy for improvement and ensure implementation at Agent level. Manage various projects to ensure efficiency, cost saving, consumer satisfaction, Front Office employee satisfaction at agent level while maintaining optimum service quality. Actively contribute to Country Management by identifying opportunities and providing operational advice and expertise to Marketing, Country Managers as well as other functional areas. Also actively participate in Events arranged by thz client or our agent.

Project management:

- Operations Projects: Special projects may be assigned by the Operations Director when there is a business need. The OM should take on the responsibility of leading the project, implementing it and assessing its results.
- Additional Projects: As time permits, the OM may participate in projects or teams outside of the operations function.

Primary KPIs:

- Financial Planning & Strategy.
- Deliver on Set of KPIs defined by the Global operations Team:
- Productivity
- Automation
- Digitalization
- Agent ramp up time

Work Experience:

- 5+ Years Business experience in a Service oriented Company.
- 3+ Years Experience with Operation and Money Transfer business.
- 3+ Years experience with Digital Money and E- Wallets.
- 3+ Years experience in Project management.
- Familiarity with Telecom and IT.

Familiarity with BEAC Market and MT/Banking regulation.

Skills & Competencies required:

- 4 years college degree, business preferred.
- Fluency in English and French. Portuguese Preferred.
- Strong communication, presentation and training skills.
- Proven interpersonal skills.
- A "doer" with superior follow-through ability.
- High energy and not discouraged by hardship or difficulties.
- Ability to effectively work within diverse cultural environment and different levels and functional departments within Network Agent organization.
- Ability to travel extensively throughout the Region (50%) and possibly relocate.
- Proven Project management Experience, preferably in the Digital Money Business Client Relationship.

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Manager Marketing & Digital - Libreville

In Melt Group we are searching for one of our clients, an international leader in Financial Services and Communications Company, a Manager Marketing & Digital to help grow the business through new business and developing client relationships in Gabon.

Mission:

This role is being defined to provide marketing leadership to Gabon, by developing marketing strategy for both traditional channels and Digital while studying economic indicators; tracking changes in supply and demand; identifying customers and their current and future needs; monitoring the competition .

Responsibilities:

- This role is responsible for finding and winning profitable new customers while increasing current customers loyalty for the client in line with the Central Africa business strategy. Building a strong off line and Digital marketing strategy.
- Build a strong merchandising strategy and process to ensure the client has the best visibility among MT operators in agents point of sales across the different markets.
- Communicate regularly with key stakeholders providing timely marketing updates, with particular emphasis on success measures and revenue impact.
- Conduct ongoing research (both primary and secondary where appropriate) to understand market conditions, client satisfaction, industry trends, and the competitive landscape.
- Manage end-to-end implementation of Central Africa customers acquisition and retention marketing plans – Examples include but are not limited to above the line and below the line marketing initiatives, network visibility and initiatives, sponsorship, online marketing
- Work closely with the Central Africa regional Director and Business team, advertising agencies, and the client creative services team to ensure multi-faceted, well coordinated marketing campaigns.
- Exploring every opportunity to maximize marketing success in the region.
- Evaluate and provide recommendations on project ideas/opportunities arising from the business sales teams.
- Ensure the accurate tracking of campaigns KPI, and formalized post initiative analysis to consistently measure program effectiveness, including metrics such as cost, lead generation, and ROI. Responsible for compiling and distributing quarterly marketing evaluation report to stakeholders.
- Ensure all projects are delivered on time, on strategy, and on budget, and maintain regular communications with stakeholders on project status and budget variance.
- Demonstrate effective presentation, negotiation and leadership skills.
- Demonstrate Western Union values and ensure understanding of the company's value proposition.

Primary KPIs:

- Customer oriented marketing strategy / Marketing initiatives ROI achievement.
- Efficiency/effectiveness/ Budget management.

Requirements:

- Undergraduate degree in Marketing, or a related discipline.
- 5+ years related work experience in marketing, preferably in financial services.
- Thorough knowledge of marketing principles and integrated marketing practices. Deep knowledge of the West Africa market and dynamics.

- Have experience in devising strategies to drive online traffic to company website/app download along with developing and managing digital marketing campaigns and utilizing a range of techniques including paid search, SEO and PPC. Finally, have prior experience in overseeing the social media strategy for the company.
- Excellent, communication, interpersonal, presentation and negotiation skills.
- Highly effective planning, organizational and problem-solving skills.
- Ability to work independently and manage multiple projects simultaneously.
- Demonstrated ability to build and maintain strategic working relationships.
- Experience with development and implementation of strategic marketing campaigns and communication plans
- Demonstrated leadership and management skills.

Skills & Competencies required:

- Marketing strategy and operational / marketing plan.
- Action oriented.
- Digital Marketing.
- Marketing Research.
- Statistical Analysis.
- Developing Budgets.
- Collaboration, ownership and accountability.

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Contacts :

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