POSITION: Product Manager
REPORTING TO: Head of Implementation & Partnerships for East Africa
REMUNERATION: Negotiable
LOCATION: Nairobi, Kenya
START DATE: ASAP

Background

Digital Green is an international non-governmental organization that is creating a world where farmers use technology and data to build prosperous communities. We join forces with governments, private agencies, CSOs and, most importantly, rural communities themselves to co-create digital solutions that help smallholder farmers increase productivity and income.

Digital Green is entering an exciting phase of development as it expands to additional digital solutions, agricultural commodities and geographies. As part of this expansion, Digital Green is building a team of exceptional individuals with a passion for finding solutions to pressing development problems. In Kenya, we have a history of supporting partners in the implementation of digital agricultural extension programming. We're now in the process of registering as an NGO in Kenya and launching on the ground operations there. This is an exciting opportunity to be the second employee in Digital Green's new team in Nairobi and support the start-up and design of our Kenya program and strategy.

Context

This role is a hybrid between a product designer, manager, and long-term strategist, and will require deep product skills and instinct as well as a familiarity with tech and data and general ability to hustle, i.e. get stuff done. The Product Manager will scope, design, and operationalize specific entry-point use cases for digital tools within the agriculture ecosystem in Kenya. This role will support the design and delivery of digital agriculture solutions in two broad areas:

(1) Agricultural data ecosystem: We are powering the secure and controlled sharing of data across the agricultural ecosystem through the implementation of FarmStack. (See Farmstack.co for more information)

(2) Digital farmer networks: We are working with partners to digitize existing farmer networks with the aim of giving farmer groups control over their own data and empowering them to connect with new products and services as a result.

Internally, the Product Manager will work closely with the program team, in particular the Head of Implementation and Partnerships for East Africa, the global technology team based in India and Ethiopia, and

the global strategy team. Externally, the Product Manager will work closely with government, private sector, and NGO partners to co-discover applications for Digital Green's products in Kenya and guide the implementation thereof. The Product Manager will initially be a consultant position, with the view that as the Digital Green Kenya program grows, and pending success in the role, this will transition to a full-time position.

Key Responsibilities

Contribute to the implementation of FarmStack in Kenya
- Work closely with Digital Green's partners in Kenya, particularly the Kenyan Agricultural and Livestock Research Organization (KALRO), in discovering, scoping, and implementing data sharing use cases via FarmStack.
- Set product goals and priorities and develop and communicate product roadmaps to internal and external stakeholders.
- Lead use-case teams and provide hands-on technical and strategic support to ensure effective execution against use-case objectives. Incorporate user feedback, testing, usage analysis, and other metrics to guide product iteration.
- Collaborate with global engineering and product teams to ensure that FarmStack is being optimized in support of our organizational objectives and course correct Kenya's product direction as needed.

Conduct user research with farmers and farmer organizations to identify entry points for creating digital farmer networks in Kenya
- In partnership with the Head of Implementation and Partnerships for East Africa, liaise with government partners, consortium partners, research partners, technology team, and internal team members to scope out specific entry point use cases.
- Work with farmers and farmer organizations to identify opportunities to improve processes and outcomes through digitization.
- Monitor the implementation of the entry point use cases and recommend course corrections as needed to ensure alignment with identified strategic objectives and success criteria.

Coordinate partnerships to ensure alignment and commitment towards shared priorities in Kenya
- Liaise with similar projects and initiatives implemented by other organizations or funded by similar donors.
- Represent Digital Green's interests and provide thought leadership to actors within the agriculture sector, build the capacity of partner orgs to identify, design, and implement use cases for Digital Green's tools.
- Monitor developments and trends in the agriculture and technology space in Kenya and identify opportunities to create new partnerships or new applications of Digital Green's tools.
- Contribute to the development of funding requests and project proposals, especially by clearly articulating product opportunities and approaches in written documentation.

In collaboration with the global technology and product teams, formulate a Kenya specific product strategy which addresses unique challenges and opportunities in the Kenyan context while aligning with the global organizational strategy
- Responsible for identifying, conceptualizing and delivering on a) product positioning, b) business opportunities, c) strategic initiatives/ partnerships and d) competitor analysis in Kenya.
- Developing internal and external communications materials to clearly articulate product aims and value proposition to different stakeholders.

Support the building of our team in Kenya
- In partnership with the Head of Implementation and Partnerships for East Africa, the global HR and operations teams, and the global strategy team, support the building of a team in Kenya with the aim of long-term program growth and excellence in execution.

Qualifications, Skills and Competencies
- BS or MS degree in computer science, international development, business, agriculture or relevant field of study.
- 5-7 years of digital product design, management and system/ business analysis experience.
- Experience working with government and private sector actors in the agriculture sector in Kenya, deep understanding of historical and emerging agritech solutions is a plus and experience with agri co-ops is a plus.
- An expert ability to translate the needs of farmers and partners to digital product concepts and bridge the gap between customers and the engineering/ software development team based in India.
- Experience in people management, managing projects with multiple partners, working across multiple time zones and with people from diverse cultures.
- Experience using human-centered design principles to develop interventions in support of program objectives.
- A desire to eventually build a product and technology team in Kenya.
- Fluent in English, additional regional languages are a plus.

Personal Attributes
- Have a passion for our mission and a strong desire to impact an up-and-coming agtech start-up.
- Be an innovative and creative thinker – you are not afraid to try something new and inspire others to do so.
- Have a very high level of personal and professional integrity and trustworthiness.
- Have a strong work ethic, take initiative, and require minimal direction.
- Work well independently as well as part of a team.
- Thrive in a fast-paced and fun environment, want to have fun while getting stuff done.

How to apply

Interested applicants should submit the following by e-mail to **loba@ngorecruit.com** quoting reference number **NDG002**:

- A CV in word or PDF format (please include 3 references)
- A 1-page cover letter outlining how your skills and experience align with Digital Green's mission and the unique qualities you will bring to this role

Application Deadline: 3rd May 2022

Interested applicants are encouraged to **apply ASAP**. Only shortlisted candidates will be contacted.

For more information about Digital Green, visit their website and social media pages: Facebook, Instagram, Twitter and LinkedIn.