



POSITION: Product Manager

REPORTING TO: Head of Implementation & Partnerships for East Africa

REMUNERATION: Negotiable

LOCATION: Nairobi, Kenya

START DATE: ASAP

Digital Green

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 developing a Kenya-specific program model and product offering. This role is an exciting opportunity to be an early member of Digital Green's new team in Nairobi and support the startup 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. 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
2. 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](https://farmstack.co) for more information)

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

Conduct research and lead efforts to help farmer organizations digitize and use data to provide targeted advisory for farmers and create market and farmer service linkages

- 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

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

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

- Practice agile management principles with a bias for responding to change, quickly designing, testing, and incorporating learnings into product 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 Competency

- Entrepreneurial mindset / ownership mentality. The right candidate will be able to demonstrate a history of building something new; either as a part of a startup business, launching a new product line, or creating a movement. We want to know that you have what it takes to move fast, take ownership, be honest with yourself and others about successes and failures, and get the job done.
- Some experience working directly with our users - rural farmers and farmers organizations (or the same rural customers approached from another sector like health, ed, finance, etc)
- Commitment - we want someone to help build the program long term and be part of the Digital Green team as it continues to grow
- BS or MS degree in computer science, international development, business, agriculture or relevant field of study
- Minimum 7+ years of related work experience
- At least 5+ years of digital product design and system/ business analysis specific experience
- Experience working with government and private sector actors in the agriculture sector in Kenya
- 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
- Fluent in English, additional regional languages are a plus

To be successful as a member of the Digital Green team, you will also:

- Have a passion for our mission and a strong desire to impact an up-and-coming agtech startup with farmers at the center of what we do
- Be a brave, 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 practicing continuous learning, as well as work well as part of a team; embrace transparency as a tool for the open exchange of ideas
- Thrive in a fast-paced and fun environment, want to have fun while getting stuff done

Eligibility

- This role is open to citizens of Kenya or permanent residents of Kenya who have existing rights to work in the country

Compensation

- Digital Green is a great place to work and prides itself on a competitive and comprehensive compensation and benefits package. Digital Green is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, or any other characteristic protected by law.

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: 01 March 2023

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](#).