



General Manager africaJUICE BV

Job Description

An introduction to africaJUICE BV

africaJUICE BV ("aJ-BV") is a dynamic young company, based in the Netherlands, that aims to become a major producer and exporter of tropical fruit juices from Africa. We plan to establish at least three production locations across Africa by 2014 and become a premier supplier of Fair Trade juice to the European market.

africaJUICE BV's first project is in Ethiopia which is being implemented by the africaJUICE Tibila Share Company ("aJ-TSC"), a joint venture with the Ethiopian government. The africaJUICE Tibila Share Company has taken over the management of the 1300 hectare formerly state-owned Tibila Farm in the Upper Awash area of Ethiopia and plans are well underway to transform the farm into a modern high technology tropical fruit plantation over a period of four years. In addition to its own plantation, the africaJUICE Tibila Share Company is promoting the development of 1300 hectares of Fair Trade registered outgrower farmers to supplement the fruit supply to the processing facility.

The fruit will be processed in a newly constructed processing facility and the juice products exported to Europe and the Middle East. Production and export of juice is scheduled to start in Q3 2010. aJ-BV has signed sales agreements with two of the major players in the European juice market. In the short-term there may also be fresh fruit and vegetables for sale into the European and Middle Eastern markets.

aJ-BV is committed to the principles of sustainable development and it strives to be the benchmark for how foreign direct investment is used in developing countries.

Some of our specific objectives are to:

- Establish at least three production locations across Africa by 2014
- Secure a reputation for delivering quality products reliably
- Deliver genuine benefits within the communities where we work, positively contributing to local social and economic development
- Be the first Fair Trade tropical juice producer in sub-Saharan Africa outside South Africa
- Be seen as a model for sustainable development: securing good returns for our investors, delivering significant positive social impacts within local communities and promoting environmental gains

Position Overview

The General Manager will have the overall responsibility for the management of the company which includes working with our existing first subsidiary company in Ethiopia to ensure it delivers maximum sustainable value; driving the origination, development and establishment of additional subsidiaries; acting as the international sales & marketing agent for our subsidiaries and to identify new opportunities to further grow our business.

The aJ-BV organisation is relatively small, which will require a versatile and hands-on management style. The position provides an exciting challenge to lead the growth of the business that is set to become a major player in the juice industry. Africa as a region is lagging greatly behind in the development of its fruit and fruit processing sector, which creates for africaJUICE the opportunity to become a leading player that can create a step change for the region and at the same time it can achieve this in a truly sustainable fashion, which combined offers an unique opportunity for the incumbent of the role.

The position will require frequent travel to Africa.

Accountability

The General Manager will be accountable to the Board of Directors of africaJUICE BV.

Dimensions

The africaJUICE BV team, based in The Hague, will consist of a small team of five staff, supported by four additional advisors that were part of one of the founding members of the company. The annual budget of aJ-BV is some EUR 400,000.

The dimensions of the first subsidiary, aJ-TSC in Ethiopia are some 200 permanent staff, of which there are four expatriates, and some 2000 seasonal workers. The cost of sales are some USD 20 million per annum and total annual sales to exceed USD 40 million in five years time.

Duration

Indefinite contract, following a probation period of 6 months.

Remuneration

Competitive package, including performance based bonus structure.

Duties and Responsibilities

The duties and responsibilities of this position are as follows:

- Manage the day-to-day business of aJ-BV: team management, planning, budgeting, and financial management and control. Report to shareholders. Prepare and manage annual budgets for aJ-BV.
- Promote the africaJUICE philosophy of sustainable development, and act as the guardian of this philosophy, directly responsible for embedding in our subsidiaries the philosophy of genuine sustainable development.
- Develop and implement the 5-year strategy and Business Plan for aJ-BV, including delivering three production locations across Africa by 2014. Identify new business and investment opportunities and develop these to financial close.
- Together with the Board of Directors, manage investor relationships and attract any required new financing for the business.
- Provide governance and steer to our existing subsidiary company in Ethiopia (and others in the future); review monthly performance and provide feedback and guidance. Ensure delivery of management, technical and organizational services and support to aJ-TSC.
- Act as leading member of the Board of Directors of aJ-TSC (and other companies in future) and engage with key stakeholders in Ethiopia and other target Africa countries.
- Oversee the international sales and marketing efforts of aJ-BV, acting as agent for its subsidiaries: maintain relationships with our existing customers, identify and engage new customers; develop sales contracts and long-term agreements, identify and develop new sales and product opportunities.
- Represent africaJUICE at trade fairs and industry or other forums.



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Person Specification

Qualifications

A Degree or equivalent in business administration, management or other relevant fields, or alternative qualifications supported by working experience.

Experience

- Management professional with around ten years experience in the agricultural or food sector, preferably within the fruit / juice products market.
- Strong experience in leading the development, start-up and growth of a new business is required.
- Strong financial management skills are required.
- Experience in sustainable development initiatives and / or Fair Trade would be an advantage
- Experience of working in Africa would be an advantage.
- Experience in sales and marketing of fresh and or processed products is an advantage.

Skills and Profile

- Full commitment to the principles of sustainable development and ability to embed these principles in operational businesses
- Superior relationship management and negotiating skills
- Excellent communications skills, internally and externally
- Strong interpersonal / people management skills
- Ability to influence, particularly from a position of only having indirect control.
- Strong financial analysis ability
- High energy person that is entrepreneurial and results orientated.
- Flexible and proactive – able to be proactive and creative in delivering results when circumstances are changing
- Ability to prioritise and manage competing demands
- Excellent written and spoken English
- Competent IT skills
- High integrity with impeccable references