



## EXPANSION FELLOW

Sendy is a crowdsourced courier marketplace tackling last mile, on-demand, and hyper-local deliveries in Kenya. Sendy provides an app and web platform that enables individuals and businesses to connect with Riders and Drivers and request on-demand or scheduled courier services at anytime, any day, 24/7. To support our mission, we crowdsource vehicles and their drivers (boda bodas, vans and pickup trucks, 3-ton trucks), extensively vet and train our drivers, and then connect them to our GPS enabled tracking and dispatching system.

### HOW YOU CAN HELP

We are looking for some stellar Graduate Student Fellows to help us strategize the expansion of our business. Currently we manage over 500 business clients and thousands of individual users and we're excited to be pushing forward into new product channels and regions. We are looking to bring on board Summer Graduate Fellows to help us move into this next stage of growth.

### EXPANSION FELLOW

Help us strategize which cities / countries to expand to next. You should have killer analytical skills. The interest to explore new cities. The ability to walk up to Riders on the side of the road and strike up a conversation. And the interest to actually jump in there and help us move into a new city - recruit Riders, sign up new businesses, and project manage an official city launch.

### RESPONSIBILITIES

- Research your new city and learn the courier pain points, regulations and market opportunity for Sendy.
- Create and execute local marketing strategies to encourage user adoption and penetration of Sendy.
- Work with Marketing Manager to build and execute the local marketing launch strategy.
- Work with Operations Manager to build relationships with Riders and get the supply side of Sendy ready for a new city launch.
- Explore business development opportunities (sponsorships, partnerships, and co-marketing promotions) to increase awareness and visibility of Sendy in local communities.



## FELLOW QUALIFICATIONS

- Bachelor's degree in Economics, Finance or Operations Management preferred.
- Currently enrolled in or have completed a Graduate level degree in Business Management, Economics, or Operations.
- Data driven decision making mentality and sound business judgment through strong analytical thinking.
- Strong interpersonal skills - ability to maintain respectful and close relationships with all of our Riders.
- Go-getter, self-doer, and independent.
- Management Consulting experience a plus.
- Previous experience living / working in a developing economy a plus.
- And most importantly... Patience. #TIA :-)

## APPLY

Please send a CV and quick summary (one paragraph) on why you're interested in the role to [jobs@sendy.co.ke](mailto:jobs@sendy.co.ke).