



Position: Communications Manager
Location: Cape Town
Company: Yellow
Website: www.yellow.africa

About Yellow

Yellow is a tech start-up making life better for everyday households in Africa.

We provide solar-powered electricity at an affordable price to households across Malawi and Uganda who live off the grid. We operate through a network of agents and meet the challenges of last-mile distribution with technology, through an in-house developed platform called Ofeefee.

We take pride in building great technology and developing exceptional business models to deliver value to our Base of the Pyramid customers across the African continent.

We see last-mile distribution as the major impediment to low income customers in Africa accessing the technologies available to make their lives better, and apply our focus to solving these challenges.

Who We Are Looking For

A young candidate eager to be deeply involved in communications execution and build their strategic thinking and management skills over time. The Communications Manager will be the first person in our team dedicated to marketing and communications and as such will need to be comfortable to operate without a full support team.

We are looking for someone who is very comfortable with technology and has some relevant experience in design work and digital user experience.

The Communications Manager will work closely with the COO and CTO to coordinate internal communications and enhance customer experience, and the CEO to drive profitability through brand strategy.

Your Mission

The mission of Yellow's Communications Manager is:

1. Reduce organisational friction through systematic management of **Internal Communications** throughout the organisation (Immediate)
2. Enhance the **Customer Experience** across all touchpoints (Short - Medium Term)

Internal Communications

Our immediate challenge is the effective and systematic co-ordination of internal communications. The Communications Manager will be tasked with establishing and operating an effective and codified system to reduce friction between our tech, operations and sales teams.

The Communications Manager will design, coordinate and oversee an internal communications system between managers, developers, sales agents and operations team members. The communications system will include management of:

1. Recruitment, training and onboarding material for sales agents and operations team members
2. Internal advertising of new products, offerings, prices, procedures and policies
3. Recognition of exceptional performances throughout the organisation
4. Consistent communication of cultural values and purpose

Customer Experience

The Communications Manager will be accountable for the experience and touchpoints of customers, with a focus on increasing customer understanding of how to use Yellow products, making payment, their contractual relationship, future product opportunities and how to access support.

Objectives

Objective	Measure & Target
<i>Internal Communications</i>	
Increase Agent Understanding	Increase agent understanding scores by 25% within 1 year.
Effectively Communicate All Internal Changes & News	Zero day lead time between proposed launch of changes to products, offerings, prices, procedures and policies, and actual launch.

Experience	
Increase Customer Understanding	Increase new customer understanding scores by 25% within 1 year. Reduce customer inbound calls by 50% within 1 year.
Consistent Experience Across All Touchpoints	All marketing collateral, initiatives and communications with any stakeholders channeled through Marketing function within 6 months.

Key Competencies & Interests

- Communications Systems
- Project Management
- Storytelling
- Digital User Experience
- Budget Management

Minimum Requirements

1. Able to demonstrate excellence in your track record
2. Able to convey your ambition to do something great
3. A desire to learn and build a diverse skill set

About Our Working Culture & Values

Our team is young and hard working. We value down time and flexibility, and we focus on outputs rather than hours in the office, but we also believe that we have a unique opportunity at Yellow and we work very hard to meet the high standards we set for ourselves.

We are low thrills and are careful custodians of money and resources. We love to travel to the countries we operate in and whenever we do, we make time to explore, but we do this, as with everything else, on a lean budget, cognisant of not diverting resources away from our customers, and our mission.



We value resilience and self-reliance. Though we constantly organise ourselves to tackle problems in teams and ruthlessly support one another, we also believe that building independence and self-reliance in the face of challenges is an important part of growth.

We believe that long term sustainability is a worthwhile goal. Whether in one's personal life, from a business perspective, in relationships, or in the environment, we believe that prioritising long term benefits over short term wins is a good strategy. As such, we aim for balance, and slow, steady and disciplined progress in all that we do.