



Position: Brand 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.

Your Mission

The mission of Yellow's Brand Manager is:

1. Ownership of Yellow's Brand Strategy
2. Maintenance of the integrity of Yellow's Brand
3. Building Brand Equity and Awareness amongst our diverse stakeholders

Objectives

Objective	Measure & Target
<i>Brand</i>	
Increase Profitability	Increase gross margins through brand equity by 5% within 3 years.
Consistent and Codified Brand	Codified management system in place for

Management System in Place	<p>public relations, website and social media platforms to deliver consistent brand message.</p> <p>Develop KPIs for marketing targeting external stakeholders.</p>
Attract Talent	<p>Design multi-year guerilla marketing talent acquisition strategy, and execute first iteration on Universities in 2021.</p>

Key Competencies & Interests

- Marketing Strategy
- Storytelling
- Campaign Management
- Budget Management
- Marketing Analytics and Measurement

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.