



## Project Coordinator, Uganda

Location: Kampala, Uganda

October 2017

Are you a change maker who wants to play a pivotal role in restoring vision for millions of people in low income settings across Uganda?

VisionSpring, an international social enterprise, seeks a Project Coordinator to develop new customer relationships and drive the sale of eyeglasses across multiple channels. The Project Coordinator will be primarily responsible for successfully implementing the *Reading Glasses for Improved Livelihoods* (RGIL) program, which introduces vision screening and eyeglasses sales through BRAC's network of community health promoters. S/he will coordinate closely with BRAC, acting as an imbedded member of the health team. The Coordinator also will increase access to eyeglasses in Uganda by developing a range of eyeglass distribution channels, starting with health care providers, and will uncover untapped customer demand for eyeglasses in low-income communities. S/he will foster and manage key accounts; grow sales of reading glasses, frames, and sunglasses; and execute all aspects of the sales process. The Coordinator will report to the Global RGIL Project Manager (based in India) and to the VP of Global Sales and Institutional Partnerships (based in New York). This role is located in Kampala, and is a full-time contract position for a minimum period of one year, with the intention for renewal based on performance.

### ABOUT YOU

- You are an entrepreneur at heart, but your superpower is project management.
- You want to build a socially oriented business. You are accustomed to being a top performer in a high-growth environment. Nothing feels better than achieving your targets.
- You are energized by the prospect of improving accessibility to a life-changing product – eyeglasses. To do that, you know how to develop a sales plan, cultivate relationships with new partners, and empower a village-level sales team to penetrate a brand new market.
- You have exposure to both B2C and B2B sales, and have a knack for expanding the distribution of physical products into secondary towns and rural markets.

- You run projects by the numbers. Tracking training achievement, stock levels, sales conversion, and customer demographics, you use data to iterate and enhance performance. In the data, you see opportunity and areas for improvement.
- You have the experience, maturity, confidence, and communication skills to interact with people in senior positions. You can get others excited about what they are going to do.

## ABOUT US

- We are creating access to affordable eyeglasses, everywhere, because clear vision creates opportunities for increased learning, work, safety, civic participation, and quality of life.
- As a social enterprise, social change motivates us first. Our focus on sales and revenue targets serves and advances our mission objective – to increase functioning, productivity, and income earning potential for low-income consumers through the correction of refractive error with eyeglasses.
- We are working to transform the systemic dysfunction of the optical market, which has failed to deliver eyeglasses, a 700-year-old technology, to 644 million consumers in need of vision correction, most living on less than \$4 a day.
- We serve low-income consumers, not as beneficiaries but as customers. Our customers expect a high quality and affordable product, and will spend limited discretionary income for the immediate and tangible benefits of vision correction.
- By selling eyeglasses, we awaken new demand and seed a viable market. By selling new eyeglasses we are able to serve four times as many people per dollar input than the alternative of donating recycled ones. To efficiently scale, we must deliver each new unit with lower cost.
- We run our business on both sales metrics and social impact measures. We exploit a range of organizational forms and practices to get the job done.
- We believe in scaling our impact, not our organization. We are a lean team of doers.

## WHAT YOU'LL DO

Foster the successful implementation of the *Reading Glasses for Improved Livelihoods* program

- Based on VisionSpring's RGIL model, implemented for the past 10 years by BRAC in Bangladesh, work alongside BRAC to manage the RGIL roll-out in Uganda with the goal of completing a successful six-month pilot leading to replication across 65 districts.
- Maintain strong working relationships with BRAC health, marketing and operations team members to achieve sales targets and support learning and continuous improvement.
- Conduct end-line project review with relevant BRAC managers. Assist BRAC in preparing a written report summarizing the project achievements against targets, areas of success, areas of failure and learning, recommendations for replicating the project across districts in 2018, and a budget proposal for the same. Share findings and recommendations in a joint meeting of BRAC and VisionSpring leadership.
- Assist the BRAC marketing manager with marketing and awareness as needed, including the development and introduction of simple leaflets, inclusion of eyeglasses in the BRAC product catalogue, and development of "market days" or other cost-effective promotional activities.
- Develop and support the implementation of a multi-district replication strategy, expected to run from February 2018 through December 2019.
- Become a master trainer for presbyopia screening and reading glasses sales in order to assist BRAC in training community health workers in the same.
- Draft reports for senior management and donors, bi-annually or more frequently.

### New Business Development

- Conduct research to identify and pursue new partnership opportunities with eye hospitals, clinics, and other health service providers; assist them in introducing or expanding their optical services.
- Grow and manage the channel partner network. Use your creativity to find new paths, and expand existing ones, to bring eyeglasses to our target population. Network, cold-call and visit with partners to find high potential sales opportunities.



- Meet and surpass monthly, quarterly, and annual sales targets by winning new and repeat orders.
- Contact and consistently follow up with existing and new accounts, deliver the highest levels of customer service and engagement.
- Faithfully and accurately enter all sales activity—calls, conversations, meetings, etc.—into a customer relations management (CRM) system provided by VisionSpring.
- Liaise with the supply chain team for seamless dispatch of orders.

## WHAT'S REQUIRED

- Minimum of 8 years of professional experience in project implementation and/or sales.
- Willingness to travel up to 50% of the time within Uganda.
- Excellent communication skills in English and one or more local languages.
- Optional preferred experience includes:
  - Master's degree in business, public health, or other relevant field;
  - Institutional sales within the healthcare sector;
  - Existing rolodex of contacts in the healthcare/visioncare sector;
  - Logistics and supply chain for products with geographically disparate points of sale;
  - Knowledge of visioncare and optical services; and/or
  - Comfort using a customer relations management (CRM) database.

## COMPENSATION

- Salary based on experience and education.
- Exciting performance-based incentives.
- VisionSpring offers generous accrued vacation time.



## TO APPLY

- We want to know more than just what you have done. We want to know who you are. What are the passions and talents that draw you to this role?
- Please submit an application, including a thoughtful cover letter and resume/CV, to: [talent@visionspring.org](mailto:talent@visionspring.org). Include your last name and "Project Coordinator Uganda" in the subject line. **Please assure there is a short description of each company or organization on your CV/resume.**
- The preferred start date is December 1, 2017. Early application is encouraged.
- Please note, only candidates to be interviewed will be contacted.
- VisionSpring is an Equal Opportunity Employer.