



ROLE: General Manager
LOCATION: Dakar, Senegal
TYPE: Full-time, permanent

THE COMPANY

BIMA is one of the fastest-growing impact and tech companies in the world. We use disruptive mobile technology to bring insurance and health services to consumers at the bottom of the pyramid, on an unprecedented scale. In just six years, we've built a customer base of over 27 million subscribers in 15 countries across Africa, Asia, Latin America and the Caribbean.

The company is led by a dynamic group of young entrepreneurs who are committed to disrupting the traditional insurance industry and democratizing access to vital services for billions of underserved families around the globe. In addition to being a recognized leader in innovation and inclusion, BIMA is one of the most attractive emerging market and insurance tech investment opportunities in the world.

BIMA launched its operation in Senegal in 2012, partnering with mobile operator Tigo to provide Senegalese with affordable insurance products paid through airtime. BIMA currently has over 100 employees in Senegal.

Joining BIMA at this stage provides an opportunity for you to truly influence the strategy of a global, growing business. We are a vibrant company where ideas and passion are welcomed and you get real responsibility from day one. We have brought together top-quality talent from the worlds of consultancy, development, technology, telecoms, health and finance to create a company like no other. Personality is just as important to use as experience; we are looking for intelligent, ambitious and adventurous individual who thrives in a fast-paced environment without ego. If this sounds like you, we encourage you to apply. Please visit www.bimamobile.com to learn more about BIMA, our team and the success and impact we've had so far. Also check out what others think about BIMA

THE ROLE

The role of the General Manager will be to support the Country Manager in the management of all operations related to our micro-insurance products and in the growth of our core airtime and mobile money activities in Senegal.

The General Manager will assume full P&L responsibility and management of a team that will reach quickly over 100 sales. S/he will also be responsible for developing new products, service innovations and functionalities.

Work streams will include coordinating technical platform integration, marketing, team recruitment, stakeholder management with insurance companies and mobile operators, customer experience and claims, etc.



Overall, the General Manager must be attuned to value the details as well as be able to understand and drive towards the big picture. Analytical and quick thinking in a fast-paced environment are essential.

The General Manager will also play a specific role to set up a robust local organisation structure that performs autonomously and effectively.

RESPONSIBILITIES

Specific responsibilities include:

- As part of Senior Management Team, develop and execute strategy and operations for a Division of 100+ employees
- Carry out day-to-day activities and manage activities of members of team and ensure work is progressing as planned.
- Manage schedules, external stakeholders and overall organization to ensure requirements are clearly communicated, understood and executed upon
- Optimize sales incentive, organization structure and reporting in order to develop intake of new customers
- Develop new product offerings and marketing campaigns that excite our partners and ensure their implementation
- Develop, implement and measure initiatives that improve customer experience and customer journey to drive loyalty of our customer base.
- Demonstrate ability to motivate, support and understand project teams
- Identify and develop the components required to deliver a strong organisation structure that enables BIMA in Senegal to perform effectively.

The Candidate

- 5Y+ experience in a management / operational role, preferably from a big corporation and with P&L responsibility.
- Experience of working in developing markets, especially Africa, a plus
- Experience in Mobile Network Operators and/or Financial Services Companies a plus. Experience in consulting management / strategy a plus as well.
- Innovative thinking
- Fluent in French and English; Wolof appreciated
- Advanced analytical and Excel skills
- Strong attention to detail



- Focus on task completion and results is critical
- Strong project management skills, able to manage multiple initiatives and teams simultaneously
- Deep understanding of P&L and financial reporting processes
- Looking for someone eager to live and work in emerging markets and enthusiastic about building a new venture; willing to relocate to Dakar in which our operations are based

BIMA has a very distinct culture. We like people who are smart and independent, but we don't like ego. We share our ideas as readily as we do our opinions, and are respectful when doing so. We are driven and ambitious but most importantly we never lose our sense of humor. Everyone in the BIMA team shares a passion for adventure. We look for bold people who love to travel, experience different cultures and try new things. Our recruitment process is rigorous, but it has helped us build an impressive, dynamic team that shares a strong bond. If you match the profile described above we want to hear from you.