

ROLE PROFILE

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| Job Title | Country Director |
| Job Grade | |
| Date Reviewed | August 2022 |
| Location | Ghana |

Position in the Organisation:

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| Department | Operational |
| 1st Line Manager | Regional COO |
| 2nd Line Manager | |
| Direct Report(s) | |

Overall purpose of the role

The Country Manager will be accountable for the overall country performance across financial, operational, and people metrics. They have responsibility for ensuring effective operational delivery to Clients, with lead on commercial accountabilities and drive the growth strategy of the Country. Their remit includes providing in-country leadership to all colleagues of the country, managing the day to day running of the business and working closely with all department heads to ensure the smooth delivery and support to the business. This leader will also play a key role, working in partnership with the CEO of the French region in helping to define the future strategic direction and evolution of our operating model, including location strategy, site selection, and engagement model. This role will also be responsible for working closely with the sales bid team on value proposition of Ghana, participate in all new client visits and hold key industry and government relationships.

Skills, Knowledge & Experience

Successful candidates will:

- Have extensive experience (5 years or more) of managing large scale, multi-site operations, ideally with senior level client side experience
- Possess demonstrable ability to build relationships with key industry bodies in Ghana as relevant
- Have the ability to coach at senior level to create and develop high performance teams & deliver customer excellence
- Have deep experience in delivering exceptional financial results across both revenue and cost lines
- Be able to evidence a strong track record of delivery with respect to achieving operational outcomes and continuous improvement
- Possess demonstrable operational skills at an advanced level and ability to exercise effective financial and budgetary control
- Have strong people leadership, communication and motivational capabilities to lead large-scale operations in a complex programme delivery environment
- Be able to confidently and credibly interact with and influence senior client executives
- Be action-oriented, entrepreneurial, flexible and have an innovative approach to operational management
- Be able to work as part of matrix structure both across the wider business and with the Client Operations and Enablement team.

Commercial Accountabilities

- Take the lead on promoting Webhelp Ghana to all key and relevant stakeholders, those being but not limited to prospective clients, key industry stakeholders, industry analysts, government departments and public officials
- Taking full accountability for the positive execution of hosting foreign direct investors as and when these events arise, creating exceptional and highly differentiated experiences for these prospective clients
- Building and maintaining close professional working relationships, liaising with all relevant external stakeholders on behalf of the Webhelp Ghana business
- Have primary responsibility for building and delivering the Ghana business development plan, solutions deployments and estate strategy as it relates to exploring and developing business cases for the development of new regions within Africa to add to the Webhelp delivery portfolio.
- Represent the organization within the local market as the Business Leader, building and maintaining relationships in the industry, economy and government. Participate in the preparation of the business and RFP plans for the company
- Work closely with the Marketing team to develop annual marketing and business development plans for the Ghana market and in-market verticals. This should include the development of an active external public relations/marketing strategy, including social media presence and white paper publications.
- The post-holder must have an oversight of formal awards, function participation and pursue formal membership of relevant bodies associated with the BPO sector in Ghana to ensure networking opportunities
- Maintain awareness of Ghana government funding opportunities that align to growth and link opportunities with Webhelp business stakeholders to support commercial business cases to access relevant funding.
- Provide contracting and pricing support for offshore, including pricing sign off (market calibration and competition) working closely with Finance stakeholders.
- Executive lead for offshore client risk monitoring and market/competition analysis

Growth Accountabilities

- Responsible for driving the short and long term expansion and growth plans (both organic, new or potential growth), including responsibility for supporting the negotiation of customer deals
- Custodian of offshore value proposition, working closely with Bid and Solutions teams to keep material current and market leading.
- Represent offshore locations in sales activity including client engagement
- Build and lead the offshore bid qualification and pricing governance
- Support solutions design for offshore projects
- Thought leadership and client development for new market, domestic and Africa expansion
- Group interface for offshore opportunities
- Work closely with Sector Account Directors to support the creation of Strategic Account Plans that optimize the benefit of offshore business models

Operational Accountabilities

- Deliver strong financial and operational performance of all clients in portfolio including driving existing client revenue targets, gross margin targets and best in benchmark service delivery to clients
- Look for opportunities to grow revenue streams/sources from existing clients working with the sales teams
- Build and maintain strong strategic relationships with existing clients, delivering consistent and sustained client outcomes including key SLAs and KPIs
- Ensure consistency of approach and continuous improvement in operational performance delivery to deliver added value to clients
- Create an inspiring and engaging environment for their people, resulting in excellent people engagement and retention
- Lead, coach develop and retain a high performing senior leadership team
- Effectively deploy and execute Webhelp WOW operating principles and methodologies
- Drive client satisfaction, advocacy and growth (working in conjunction with account/client management)

- *Ensure a compliant risk environment within the portfolio of operations through effective controls and governance. This role may have regulatory accountability in-country*
- *Play an active role in country matters such as location strategy, client visits and pricing, liaising with relevant internal and external stakeholders*

Cvs should be forwarded to: Stargrowthmanagement@gmail.com

