



**Job Title: Conversions Lead**

**Type of Contract: Full Time**

**Department/Team: Admissions - Kenya Team**

**Job Location: Nairobi, Kenya**

**Start Date: June 2019**

#### About Moringa School

- Moringa School is transforming higher education in Africa, starting with software development. In our current program, we transform ambitious amateurs to coding professionals.
- We are a premier advanced immersive program, training exceptional full-stack and mobile Software Engineers. Moringa School is currently expanding rapidly into other courses and geographies across Africa and are looking for top talent to accelerate our growth.
- Moringa School was named one of the 'Top 10 Most Innovative Companies' in 2018 by Fast Company.

#### Our Mission

- Moringa School's mission is twofold:
  - To empower people &
  - To transform education through rapid-iteration teaching.

#### Our Culture

- Employees enjoy a fun, collegial startup environment
- You will be surrounded by talented, friendly, brilliant, & mission-driven professionals who work hard to provide the best student experience of its kind in the world.
- We are committed to employee health & wellness- we truly believe that you need to take care of yourself first.
- We understand the value in remote working & support it as needed.

#### Why We Are Hiring For This Role

Moringa School is rapidly growing and increasing its course offerings. The role of the Conversions Lead is to ensure a smooth transition for the prospective students throughout the pipeline.

#### Responsibilities

- Build effective systems for documentation, data tracking and analysis and experimentation for volume management



- Develop a framework for the conversions funnel that is able to optimise existing processes, define and track SLAs, build a knowledge base, create and define call scripts, content plan for customer journey and develop a segmentation framework for all leads in the funnel
- Hire, train and retain Conversions Associates and Admissions Advisors through performance management and coaching frameworks
- Develop user friendly and scalable playbooks for running selections across new verticals and geographies

#### Key Competencies

- People skills
- Persuasion
- Negotiation
- Conflict resolution
- Flexibility and adaptability
- Excellent verbal and written communication skills
- Smart creatives who combine innovative thinking with creativity

#### Qualifications

- 3+ years of working in similar field
- Bachelor's degree in Business Management, Finance and Accounting or related fields
- Experience in setting up and executing complex processes through CRMs
- Customer service experience
- Project management experience
- Worked in operations management functions before
- Familiarity with and experience using tech tools e.g Google drive, calendar, Dropbox, CRMs
- Experience / Exposure to start up culture is preferred
- Smart creatives who combine innovative thinking with creativity
- Worked in Education Management organisations before

#### Values Alignment: The Moringa Way

- Embrace **collaboration** (working together to complete a task or achieve a goal)
- Be **bold** (being daring and courageous)
- Have **humility** (acting without pride or arrogance)
- Celebrate **accountability** (taking responsibility for your actions and their outcomes)
- Have a **growth mindset** (believing that you and those around you have the potential to improve through intentional practice and feedback from others)
- Be **fun loving** (enjoying life in a lively, lighthearted way)



### Career Growth & Development

We do not believe that an organization can grow without the growth & development of its staff. At Moringa, we are consistently building systems to invest in the growth of our employees. We are deeply invested in offering career growth within Moringa, provide actionable feedback through “weekly check-ins” & thorough career reviews.

We will work together with you to craft roles that both support the needs of the organization and that you can be passionate about.

### How can you apply?

- You will need to email the following to Recruitment at [joinus@moringaschool.com](mailto:joinus@moringaschool.com)
  - Your CV
  - Subject Line: Application “Role name” (Your full name)