



**Job Title: Chief Business Development Officer**

**Reports to: Chief Executive Officer**

**Department: Sales & Business Development**

**Location: TMT Building , 2<sup>nd</sup> floor Ntinda Bukoto rd**

**Employment Type: Full-Time**

## 1. About Us

**RukaPay is a Ugandan fintech** regulated by the Bank of Uganda (PSP/PSO licensed), operating under the registered name Rhino Payments Services Ltd as a Private Limited Company. Founded in 2023, RukaPay's vision is rooted in financial inclusion, digital transformation, and responsible leadership. Our founders bring deep experience in finance, compliance, and technology, driving a mission to make financial access and business growth simple, safe, and rewarding for every Ugandan. We are looking for a creative, proactive, and digitally savvy individual to join our team as a Content Creator & Social Media Management trainee.

## 2. Role Overview

The Chief Business Development Officer is responsible for developing and executing the company's growth strategy across sales, partnerships, and marketing. This includes leading revenue generation, managing strategic partnerships, and overseeing market expansion efforts to position RukaPay as a leading fintech provider in Uganda and beyond.

## 3. Key Responsibilities

- Lead and execute the company's business growth strategy.
- Supervise all commercial and marketing teams (Sales, Partnerships, Marketing).
- Identify and drive high-impact business development opportunities.
- Manage corporate client relationships and key partner accounts.
- Demographic skills in product development and growth.
- Guide market entry, pricing, and competitive positioning strategies.
- Represent the business in high-level engagements, including investors and regulators.
- Collaborate with cross-functional leaders on overall business priorities.

## 4. Qualifications

- Bachelor's degree in Business, Finance, IT or related field (MBA preferred).
- 5 years' experience in senior leadership roles within fintech, banking, or telecom.
- Strong strategic planning, commercial acumen, and leadership capabilities.
- Proven track record in scaling sales and partnerships.
- Excellent negotiation and stakeholder engagement skills.

## 5. KPI

- Revenue Growth – % increase in monthly/quarterly revenues.
- Market Expansion – Number of new high-potential regions/segments entered.
- Strategic Partnerships Closed – and quality/value of partnerships (e.g., aggregators, telcos, banks).
- Client Retention Rate – % retention of enterprise clients or large partners.
- Sales Target Achievement – % of revenue and onboarding targets met by the sales and BD teams.
- Go-to-Market Initiatives Executed – Number and success rate of product launches or growth initiatives.
- Team Performance – Average KPI attainment across BD, partnerships, and marketing units.

## 6. Application Process

Interested candidates should send their CV, portfolio, and any relevant work samples to **hr@rukapay.co.ug & info@rukapay.co.ug** by **30/08/2025**.