



## Chief Growth Officer

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### WHO WE ARE

At **MoKo Home + Living**, we're on a mission to transform the way Kenyan families experience furniture and home living. Our vision is to bring modern designs and world-class customer service to every household, making quality accessible to all. Many dream of a welcoming space to sleep, relax, and entertain, but too often, they face a choice between breaking the bank and settling for low-quality options.

Join our passionate team of **500+ MoKoers** dedicated to building products, creating a memorable brand, and optimizing operations that put quality living within reach. With over **700,000 satisfied customers** using MoKo products daily, we're set to serve millions more—and we need visionary leaders like you to help us get there.

### WHAT YOU'LL DO

As **Chief Growth Officer**, you will be the architect of our ambitious goal: **MoKofy 1 million families in just one year!** Take charge of scaling our market share 10X, solidifying MoKo as the leading home brand in Africa. You'll innovate to uncover new growth opportunities and ensure our teams are primed for success.

**Shape MoKo's Growth Strategy: Identify, test, plan and scale the highest-impact growth levers** to propel MoKo forward.

**Drive Scale Across Channels: Achieve 80% year-over-year revenue growth in digital channels** while managing incremental growth across our four other sales channels.

- **Innovate and Pilot:** Lead projects that re-imagine the furniture market, such as designing an automated digital sales journey for high-value items or integrating with major offline retailers to create an omnichannel platform. Your creativity will drive our success!
- **Evolve Our Product Line:** Collaborate with our product team to define and launch new offerings that align with our vision of becoming Africa's leading home brand.
- **Maximize Marketing Impact:** Experiment with novel marketing strategies to achieve sustainable, profitable growth. Implement advanced tracking systems and develop a world class digital sales platform.
- **Be the Customer Champion:** Evaluate and enhance the customer journey, ensuring that we consistently deliver a 10-star experience that keeps our customers coming back.
- **Lead with Clarity:** Set and cascade OKRs across all sales teams, ensuring everyone is aligned with our growth vision. Establish a culture of accountability and results.
- **Optimize Operations:** Create and improve processes and systems that support rapid growth, ensuring efficiency across commercial teams.
- **Cultivate Talent:** Lead, manage, and grow MoKo's seven commercial teams: marketing, customer care and five sales channels. Empower your team leaders to make impactful hiring and development decisions.
- **Embody Our Culture:** Ensure that MoKo's customer-first, driven, supportive, keep-it-real culture is reflected in our everyday work, inspiring teams to live our values.

## ARE YOU OUR DREAM CANDIDATE?

1. **Proven Track Record:** You have successfully navigated complex growth challenges in high-growth environments.
2. **Quick Learner:** You can adapt and excel in new areas, embracing challenges as opportunities.
3. **Systematizer of Growth:** You know how to build and empower fast-growing teams, allowing them to operate independently and effectively.
4. **Team Builder:** You have experience managing high-performing teams in organizations with hundreds of employees, fostering collaboration and excellence.

## WHY JOIN MOKO?

This isn't just a position; it's a chance to be part of something transformative. You will work closely with our founder and CEO on the senior leadership team, making decisions that will touch millions of lives. If you're ready to leave your mark on the e-commerce landscape and lead us into an exciting future, we want to hear from you!

## HOW TO APPLY

Drop a note and your CV to [cgo@moko.co.ke](mailto:cgo@moko.co.ke)