



JUSTDIGGIT IS LOOKING FOR A

HEAD OF DIGITAL REGREENING PLATFORM

[The Justdiggit Story](#)



Location:
Amsterdam

Employment type:
32 - 40 hours per week



ABOUT JUSTDIGGIT

Justdiggit empowers farmers in Sub-Saharan Africa to restore degraded landscapes using rainwater harvesting, agroforestry, and climate resilient agriculture. In Africa, we are currently active in Kenya, Tanzania, Togo, Ethiopia and Madagascar, and aim to expand to Senegal in 2023.

In the next 10 years it is our goal to reach 350 million subsistence farmers and to inspire and activate them to restore degraded land on the African continent. We aim to do this at scale by combining traditional farming techniques with data and modern technology. We are currently developing a digital platform to spread the knowledge and techniques for regreening to all subsistence farmers with an internet connected phone.

To increase impact and support all these efforts, we have awareness campaigns running throughout Europe and Africa.

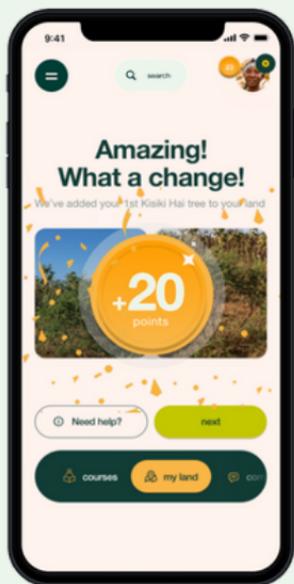


USING MOBILE TECHNOLOGY FOR REGREENING

As mobile internet penetration increases and the use of smart (feature) phones get more and more common in rural Africa, we see a big opportunity to spread the knowledge of greening further.

Our big ambition (our “Earth shot” so to say) is to develop a digital platform to reach subsistence farmers in Sub-Saharan Africa directly and empower them to regreen their own land. This includes the development of an app and other means of communication (SMS, social media and more). Combined with our strong communication skills, we are convinced we have what it takes to reach these farmers. In essence, we want to make every farmer with a mobile phone an ambassador of greening!

We have received seed funding for the development of the platform and already took the first steps (research, app concept, user-testing of mock-up). We want to develop and test it in 2023, roll it out in Tanzania in 2024 and subsequently spread it to all countries in Sub-Saharan Africa.



WHO WE ARE LOOKING FOR

We are looking for a leader with an entrepreneurial mindset to oversee and lead this effort within Jstddiggitt and bring it to fruition. You will set a strong and compelling vision and execute on this. Questions you will answer are amongst others: What team do we need for the development? How do we foresee the rollout in Tanzania? Which partners do we need to execute? How do we rollout further in Sub-Saharan Africa? What structures and organization do we need on the ground in each country? What is our funding strategy? In short: leadership, vision and all general management activities related to this outrageously ambitious endeavour!



KEY RESPONSIBILITIES

- Provide a strong strategy and compelling vision for the successful development and rollout of the digital regreening platform, throughout the whole of Sub-Saharan Africa
- Build and provide leadership to a team within Justdiggitt to execute on this vision and strategy
- Create and execute a fundraising strategy, together with the Justdiggitt business development team
- Translate the above to annual plans and successfully execute it
- Build strong partnerships throughout the world, but especially in Africa and Europe to support the vision and strategy

REQUIRED EXPERIENCE AND SKILLS

We are looking for a highly pro-active colleague with a very well-developed entrepreneurial mindset, strong leadership and management skills, and high affinity with Africa, digital tools and Justdiggitt's mission.

The ideal candidate has:

- Affinity with Justdiggitt's mission
- Affinity with mobile technology
- An entrepreneurial mindset, being able to create something out of nothing
- 10+ years' experience and academic working level
- Ability to develop a strong vision
- Demonstrable leadership skills
- A strong network relevant to this job
- International experience, whether it be working abroad, or working for an international organisation and preferably in Africa
- Financial literacy
- Experience with fundraising
- A structured and analytical way of thinking
- Excellent communication skills

Fluent in English and speaking French or Swahili definitely helps too!





WHAT DO WE OFFER

We offer you a demanding and meaningful job with broad responsibility in a young and ambitious team. Opportunity to be part of a scale-up in transition, going through a new phase of growth. Working in a truly international environment characterised by great commitment and high team spirit. And above all, you will be part of a great mission: regreening our planet!

We also offer:

- a salary that is market-competitive in our sector
- 25 vacation days per year (based on 40 hours per week)
- a contribution towards the costs of your mobile phone
- ample room for personal and professional development

APPLY NOW!

Justdiggit is committed to building a team that includes and welcomes people of different ethnicities, faiths, genders, sexual orientations, and other diverse backgrounds.

If you believe you are the right person for this role, please send your CV of maximum 2 pages and a motivation letter to vacancies@justdiggit.org before January 9th, 2023. Please make sure you mention 'Head of Digital Regreening Platform' in the subject line of your email.

For more information: www.justdiggit.org

