



## General Manager

**Type:** Permanent

**Salary:** Negotiable with an expectation of R40-R50k/month

**Reports to:** Managing Director

**Location:** Century City, Cape Town

### Company and Job Description

BLOOMABLE is a fast-growing online marketplace for flowers and gifting in South Africa. We connect people looking to buy fresh flowers and beautiful gifts to our 200 local business partners throughout the country, empowering them to expand their businesses by using our tech marketplace as their online hub. Our business was borne out of a passionate commitment to support local florists who were trying to compete on a larger scale but didn't have the resources. We pride ourselves on being the online marketplace of happiness. This means providing an e-commerce platform that offers our customers the freshest flowers and socially conscious gifting options while doing our bit to grow the economy and SME ecosystem. Bloomable is backed by Newtown Partners, a venture capital firm that actively invests in emerging, disruptive technology startup businesses.

Bloomable is looking for a General Manager to operationally execute the strategic direction set by the Managing Director and the board of directors. This is an exciting opportunity for an intermediate-level candidate with growth potential into a more strategic role.

### Experience and Qualifications

- A Bachelor's degree in a relevant field: Business, Marketing or Technology (post graduate degree is preferred)
- 3 - 5 years post university e-commerce experience required
- A proven track record in e-commerce within the retail and/or technology sector
- Must have experience running a business unit or small business P&L
- Must have experience and understanding of technology e-commerce platforms and environments
- Advanced excel and reporting capability with proven experience in budgeting, forecasting and trend analysis

### Characteristics of Individual

- Proactive and self-starter
- Ability to work in an uncertain start-up environment, adapt quickly and work under pressure
- Skilled at strategy execution across business functions
- Must be a creative out-of-the box thinker and problem solver (ability to simplify complex problems and identify suitable solutions)
- Excellent communication skills
- Highly organized and excellent time management skills
- High energy and positivity
- Good leadership skills and ability to build strong relationships
- Data driven and willingness to experiment

## **Responsibilities:**

### **Business strategy, innovation and management:**

- Execute the business' strategy set by the MD and board
- Monthly & ad-hoc non-financial operational reporting and insights to the MD
- Data analysis to draw actionable insights to drive decisions to grow the business
- Take ownership of various strategic initiatives e.g. partnerships, promotions, consumer activations, etc.
- Evaluate and improve business operations, policies and processes
- Work with the operations function to ensure product, merchandising, partnerships and customer service are aligned with business objectives

### **Financial and budget management:**

- Brief & work with accountants to produce monthly and annual financial performance reports
- Track financial performance against budgets
- Provide input into capital financing requirements
- Manage banking
- Define and implement favourable payment terms with clients and florists
- Cashflow management
- Ensure adequate cost management, financial management and procurement practices are adhered to, as per the business' policies and procedures
- Manage and execute payroll

### **Human resources:**

- Work with the management team (owners of the technical, operations and marketing functions) to ensure that they are all aligned with business strategy and are effectively delivering on business objectives
- Manage general team well-being, expectations and career paths
- Ensure employees work productively and develop professionally by defining & managing against employee KPIs
- Oversee recruitment and training of new employees as needed
- Facilitate regular management forums

### **Technology**

- Own the technology / system roadmap
- Work with marketing function to ensure the e-commerce platform is positioned for maximum traffic & revenue growth and conversions
- Manage the insource/outsource technology partner and SLA

### **Contact**

To apply please send your comprehensive CV and a cover letter to [work@bloomable.co.za](mailto:work@bloomable.co.za).

If you do not receive a reply within 2 weeks, you may assume that your application has not been successful.