Dear Applicant,

Thank you for considering Ol Pejeta Conservancy for the next stage of your career. Ol Pejeta is a 110,000 acre area of outstanding natural beauty and home to hundreds of wildlife species.

This is a rare opportunity to be entrepreneurial but in a role with purpose. Ol Pejeta is unusual in this sector because 100% of its operating costs are covered by commercial revenues from tourism and agriculture, and we are starting to make profits which, given our “not for profit status”, can all be re-applied back to our core objectives of conservation and community development.

This allows us to combine the best of the innovation, creativity and professionalism of the corporate world with the chance to play a part in saving endangered species for future generations.

We are looking for Kenyan candidates that can run big businesses at a C-suite level. The Chief Commercial Officer will be responsible for all commercial activities, primarily tourism, livestock and agriculture as well as new businesses currently in development.

In the next two years the organization will be appointing a Deputy Managing Director as part of its succession planning for the future.

Living in the wild is not for the faint of heart, but there are few roles that will provide the opportunities for personal and professional development that this one will.

We wish you all the best with your application,

Kind regards,

Richard Vigne, Managing Director
Ol Pejeta is East and Central Africa’s largest rhino sanctuary with 137 Black Rhino, 37 White Rhino, (of which two are the last remaining Northern White Rhinos in existence) and the only orphaned chimpanzee sanctuary in Kenya.

Ol Pejeta is a not-for-profit, 110,000 acres conservancy created by a combined team of philanthropists and world leading conservation organizations. Formed in 2005, Ol Pejeta is now home to a staggering range of wildlife including the major predators and of course an extensive rhino population.

More than anything else, achieving this has required an almost military level of security provision including multiple teams of unarmed and armed rangers, a fleet of vehicles, our own dog-section. Our Northern White rhino have their own 24-hour armed bodyguards just to protect them.

All of this comes at a prodigious cost. To date Ol Pejeta has been one of the few conservancies in the world to cover its costs through its own commercial activities: tourism, livestock and agriculture.

But what Ol Pejeta does not have, is the necessary funds to expand its operations and success model. We have reached rhino carrying capacity and the only way to expand our population and conservation model is to work together with local communities and government to add more contiguous land to the Conservancy. We need to generate the required funding through strong development of our commercial revenue streams, as well as through our recently established Fundraising department.
Located three and a half hours from Nairobi, Ol Pejeta Conservancy lies directly on the equator, just outside Nanyuki town, with Mt. Kenya rising up on the near horizon.

Links from Nairobi to Nanyuki are excellent with the Thika High-way a proportion of the way and good roads the rest of the journey. There are also scheduled flight services into the Laikipia Airstrip.

Nanyuki is between 30-40 minutes drive from the HQ offices in the Conservancy and has all major amenities and supermarkets.

Ol Pejeta sits on the Laikipia plateau, recognized globally as having some of the richest densities of wildlife anywhere in the world.

It is also an ideal start point for safaris in the area and to the incredible wealth of wilderness to the north.
THE CHIEF COMMERCIAL OFFICER ROLE

The mission of the role is to lead the development of Ol Pejeta commercial revenue streams to support the delivery of Conservation and Community Development at scale

Specifically:

- Increasing revenues from Tourism, Ranching, Agriculture and future commercial enterprise for re-investment into effective conservation and community development

Reporting Lines

- Reports to Managing Director
- Member of Executive Team: MD, Chief Operating Officer, Head of Fundraising and Communications and CFO, accountable to the Board Executive Committee monthly and the whole Board bi-annually
- Reportees: Head of Tourism Operations, Head of Marketing, Head of Livestock and Agriculture
THE ROLE DELIVERABLES

Help deliver the Ol Pejeta 2030 strategic plan and targets:

- Complete ownership of the commercial sector of Ol Pejeta, ensuring every day follow up throughout this sector of the organization
- Unlock the barriers (resources/decisions) that stand in way of the organization
- Lead major new commercial projects

By 2030 generate KSh +700m annually in net profits from commercial activities to be reinvested in conservation and community development:

- Maximize tourism volumes within sustainable ecological limits
- Maximize value add opportunities from more visitors: accommodation, activities, merchandise, meals, extra nights, “immersive conservation”
- Become the online (commissioned) agent for operators and tourists, with OPC acting as a one stop “start to finish” national operator for overseas guests, particularly across Laikipia
- Increase productivity and expand premium product lines in ranching and agriculture, developing and implementing a plan to enhance beef profitable beef production, as well as value add opportunities through the creation of a branded beef product and/or the ownership and operation of retail outlets in Nairobi and other urban centres
- Complete the final phase of the Mount Kenya Wildlife Estate
- Establish new revenue sources tied to our core competencies (e.g. solar, virtual offerings)
- Lend support to the development of community based commercial enterprise

Assist the MD to generate KSh +2bn over 10 years to recapitalize the conservancy

- Assist the MD and Board to restructure OPC in a manner that encourages partnerships and inward investment (debt or equity) to raise +/- USD 20-25m to support the 2030 objectives of the Conservancy, develop long term profitability and to create a reserve fund of at least one years running costs

Work with the senior management team to hold costs as flat as possible across the organization

- Drive accuracy in budget setting and adherence at all levels of management
- Hold employee headcount flat, maximizing productivity at all levels
- Cut Ol Pejeta’s diesel use by 50% by moving to renewable energy sources
- Champion an effective Performance Related Pay system
**ROLE COMPETENCIES EXPECTED**

**Strategic thinker with a start-up mentality who doesn’t lose sight of the detail:**
Looks at the big picture and is comfortable with concepts, but can also develop clear plans to enable others to turn concepts into reality.

**Financial literacy:**
Doesn’t need to be an accountant but needs to have a firm understanding of P&Ls, Balance Sheets, and financial modelling to evaluate, implement and monitor projects.

**Creative and Innovative mind-set:**
Always looks for new and better ways of doing things, both big and small. Prepared to fail but to use the learning from that failure for the future.

**Puts people first:**
A relationship and team builder with excellent communications skills. Someone that develops the people around them (both reports and the organization as a whole). Someone that listens to those around them to inform their decisions. Ready to work closely with senior management as a team to get things done.

**Get things done/follow through/decision maker:**
Someone that moves things forward quickly and gets real results – not just project implementation, but also results from those projects. Someone that helps the whole organization move forward by prioritizing and making clear decisions.

**Commercially and marketing savvy:**
Someone that understands how to prioritize the projects with the most potential to contribute. Someone that has a firm grasp of marketing concepts, from brand building through to communication.
THE CULTURAL FIT WE ARE LOOKING FOR

We look for ‘Role Models’, people who lead and demonstrate every day the values and personality that we believe in.

The values we believe in are:

Guardianship: Our people take their role as protectors of endangered species, wildlife in general and the environment seriously. Whilst we aim to have a fun and humorous working environment, we keep in mind the global importance of what we do.

Innovation: Our people are always looking for new and better ways to do things, from the big (e.g. integrating cattle and wildlife) to the small (e.g. new requisition systems). We are prepared to fail as long as we learn from it.

Authenticity: Our people keep scientifically credible conservation, and measurable community benefits at the front of mind in every decision they make – especially the commercial decisions.

The personalities we look for are:

Responsible: Our people are accountable for their work, taking responsibility for both successes and failures, focusing on long-term results and not just short-term tasks.

Inspirational: Our people get the people around them (whether it be their teams, tourists or supports) excited about the value of the wildlife and of communities so that they want to further support our aims. Our people have a sense of humour and make work fun.

Passionate: Our people get enthused and excited by conservation and community development, and take great pleasure in getting involved wherever they can add value.
Our 2030 Vision and Plans

Over the next 6 months, the entire management team of Ol Pejeta and countless other stakeholders, will finalize development of a ‘2030 Map’ breaking down the objectives, strategies and plans for the next five years in support of key objectives that have been endorsed by the Ol Pejeta board.

Delivering these 2030 plans and maintaining organization focus will be a key role of the senior management team. This will involve working directly with the MD and CFO to make the resources available to managers as needed, and to unlock barriers along the way.

The 2030 plan will be a public document shared by Ol Pejeta for anyone else to benefit from the strategic conservation and community development thinking that has gone into it.

Candidates will need the diplomacy and finesse needed to balance maintaining the work already done by the teams with innovation and creativity that they want to bring to the table.

We are looking for someone who can follow-through on where have reached so far.

We do not want to re-invent the wheel on our strategic thinking.
REMUNERATION PACKAGE

We offer a competitive remuneration package, further details of which will be shared as the application process progresses.

The package will be built up as follows:

• Basic salary paid in 12 monthly instalments
• Housing or housing allowance if applicable
• Annual bonus based on agreed performance targets
• Family international medical insurance
• Relocation baggage allowance
• 28 days annual leave
• Eligible to join contributory company pension scheme
• Telephone allowance
• Transport allowance
THE APPLICATION PROCESS

To apply

Please submit:
• A resume that clearly demonstrates results achieved as well as work done.
• A covering letter of no more than two pages which details why you want to join Ol Pejeta Conservancy and what you will bring to the position.
• Details of two references (names, positions, email address and phone number), at least one of which must be your current employer. We will not contact references without your permission.

Please note:
• All documents should be in pdf format.
• You can use the contacts below to ask any questions.

Applications submissions and/or questions:
• Soft copy: richard.vigne@olpejetaconservancy.org
• Hard copy: Richard Vigne, Ol Pejeta Conservancy, Private Bag, Nanyuki, 10400, Kenya
• Questions: richard.vigne@olpejetaconservancy.org or +254722390007

Timetable

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<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>1st November</td>
<td>Position open for applications</td>
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<tr>
<td>30th November</td>
<td>Closing deadline</td>
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<tr>
<td>15th December</td>
<td>Short-list of 5 contacted</td>
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<tr>
<td>December /January</td>
<td>Interviews in Kenya</td>
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<tr>
<td>1st May 2021</td>
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