

# Country Director – Ghana Social Marketing - DKT International

## Job Description

DKT International seeks a Country Director for operations in Ghana. This program has been running since 2011 and provides family planning and HIV prevention options through the marketing and sale of a range of contraceptive products, including condoms. The program has a strong brand platform and entrepreneurial orientation, while maintaining a focus on health impact, including an innovative approach to adolescent reproductive health. A parallel objective is to build programmatic sustainability through cost-recovery, product cross-segmentation, and social entrepreneurship. The program has substantial donor funding.

Management responsibilities:

Manage, and implement the DKT Ghana social marketing program to deliver demonstrated impact and results.

- Oversee and resolve a wide range of in-country executive, financial, administrative-related issues with little direct HQ support.
- Continue building financial sustainability through cost-recovery and increased revenue generation.
- Ensure successful launch of new reproductive health products
- Lead the conceptualization and implementation of marketing, sales and behavior change campaigns for a range of products.
- Direct and utilize various media: radio, TV, print, Internet, to reach people with much-needed information about HIV/AIDS and family planning.
- Support the fight against HIV/AIDS by ensuring availability of condoms, focusing on high-risk populations, and providing culturally appropriate information about HIV/AIDS.
- Negotiate such matters as product registrations with government entities.
- Manage, cultivate, and develop relationships with donors, government, NGOs, social entrepreneurs, businesspeople, and community groups.
- Raise additional funds from donors in order to grow the DKT Ghana program.
- Deliver and increase sales of contraceptives and condoms.
- Strengthen capacity of health care providers to provide affordable and effective family planning and HIV/AIDS prevention services.
- Manage and report on all product sales and program activities on a monthly basis.

DKT has been recognized as a nonprofit leader in the area of financial accountability and efficiency. In 2011, for the seventh consecutive year, DKT International was awarded a coveted 4 stars for financial efficiency by Charity Navigator.

Every year DKT's innovative programs are saving more lives and improving the health of families in Latin America, Africa, and Asia.

For more information, visit [www.dktinternational.org](http://www.dktinternational.org) or follow us on Twitter @dktchangeslives. Please submit your letter of interest, CV, and reference to [info@dktinternational.org](mailto:info@dktinternational.org)