

## Vice President of Finance at Kasha Kenya

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Company: JobWebKenya

Location: Kenya

Category: other-general

### Job Description

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Kasha is a fast-growing startup e-commerce company in East Africa focused on women's health and personal care, selling products such as menstrual care, contraceptives, HIV self-tests, soaps, lotions, baby diapers, and beauty products. Kasha's e-commerce is highly accessible across the region and customers can order via website, app, USSD (basic mobile phone, no internet), call center or social media. On top of the consumer business, Kasha's business includes market insight, analytics, and service offerings to global manufacturers of FMCG, Pharma and Beauty products with the aim of helping them drive their revenue and market penetration.

### Job purpose:

The Vice President of Finance will be responsible for managing the financial operations of our company. (S)he will oversee the financial reporting, budgeting, forecasting, and analysis processes to ensure accurate and timely financial information is provided to senior management and external stakeholders. The Vice President of Finance will also play a critical role in driving Kasha's strategic initiatives and ensuring the financial health and stability of the business. This position reports directly to the Chief Finance Officer – Kasha.

### Job Responsibilities:

Develop and implement financial strategies that support the organization's objectives and long-term goals.

Provide financial analysis and insights to support decision-making by senior management

including ratio analysis, budget vs. actuals reporting, etc.

Ensure accurate and timely financial reporting to senior management and owning the Bronze/Silver/Gold financial reporting timelines like:- Investor reporting for these P&Ls including balance sheet and cash flow statements monthly to be prepared and shared with investors, with proper reconciliation in Dynamics and review by the finance team. This also includes the budget and actuals review in detail and through line items by the finance team and also the senior leadership team to present all these items.

Manage the budgeting and forecasting processes to ensure the organization's financial plans align with strategic objectives, including longer-term items.

Develop and maintain relationships with external stakeholders, including auditors, bankers, and other financial partners, where necessary.

Manage the organization's cash flow and working capital, ensuring adequate funding is available to support operations and growth including weekly cash projections with all cash requirements, reconciling with Balance Sheet items, and including in the Cash Flow Statement analysis monthly.

Develop and implement policies and procedures to ensure compliance with accounting standards and regulatory requirements including advising and updates on items such as Transfer Pricing and intercompany balances.

Lead and develop the finance team, providing guidance and support to team members to ensure high performance and professional growth.

Identify and mitigate financial risks to the organization, including the development of contingency plans to manage potential financial crises including updates and recommendations for the Financial Policy.

Monthly review of HR budget and reporting into the main budget.

Budget vs actuals review in detail with senior management and finance teams.

**Role Requirements:**

Bachelor's Degree in Accounting, Finance, or a related field; CPA or MBA preferred.

10+ years of progressively responsible experience in finance or accounting, including experience in a leadership role.

Experience in financial management, including financial reporting, budgeting, and forecasting as well as strong emphasis and experience in financial modeling.

Experience in managing relationships with external stakeholders, including investors, lenders, and auditors.

Strong analytical and problem-solving skills, with the ability to provide strategic financial insights to senior management.

Excellent communication and interpersonal skills, with the ability to build relationships and influence key stakeholders.

Proven track record of leading and developing high-performing teams.

Strong understanding of accounting standards and regulatory requirements.

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