



## **POSITION DESCRIPTION**

Position Title	: <b>Chief Executive Officer (CEO)</b>
Reports to	: <b>Chairman</b>
Title Level	: <b>“C Level” / Board Member</b>
Reporting to this position	: <b>CFO, Deputy CEO, Board Members, Directors</b>

### **Job Summary**

The CEO, serves as overall decision maker and leader, for the success of Kamal Osman Jamjoom Group LLC. Together with their team are responsible for the profitability of the following (but not limited to) brands:

- Mikyajy
- The Body Shop
- Nayomi Beauty Salon
- Neil’s Yard Remedies
- Nayomi
- Soiree
- Mihyar
- Toy School
- Early learning centre
- Nayomi Moda

Including (but not limited to) the countries of The Kingdom Of Saudi Arabia, United Arab Emirates, Kuwait, Oman, Bahrain, Qatar and Morocco.

Each Brand is today of a Retail Store format, however this responsibility covers (but is not limited to) the successful establishment and management of the following business formats:

- Whole Sale
- E-Commerce
- Franchise
- Travel
- Shop In Shop
- Other formats and channels

The CEO drives the accomplishment of the Groups mission and vision. Their primary objective is to achieve financial and strategic objectives of the Group, as per short and long term agreed and signed budgets and business plans.

### **Accountabilities**

- Participate as a member of the Board providing advice and guidance to Board members as required in order to contribute to the effective governance of the organization.
- Develop, obtain agreement to, implement, review and monitor the effectiveness of a long term corporate strategy and medium-term corporate plan that ensure the organization develops the infrastructure and assets to deliver the services and value that stakeholders require.
- Ownership and sign off of the year end audited accounts for the Group, following completion of the external auditors.
- Develop, obtain agreement to and ensure the effective implementation of an annual operation plan that delivers the required financial and service requirements.
- Lead, motivate, develop and control all staff to ensure that they have they have the necessary skills and motivation to deliver to agreed performance standards.
- Ensure the development and ongoing maintenance of a comprehensive set of systems, policies, standards and procedures that ensures the organization can operate efficiently and effectively whilst remaining compliant with legislation.
- Develop and maintain a range of effective relationships with all key stakeholders in order to acquire and sustain the support necessary to build the business and service over time.



- Formulating and implementing the strategic plan that guides the direction of the business or organization. Assuring that the plan creation involves significant input from the organization so that there is little push back on the complete implementation.
- Overseeing the complete operation of an organization in accordance with the direction established in the strategic plans. This includes the design of the organization in a manner that facilitates and supports the operations.
- Evaluating the success of the organization in reaching its goals. Making sure that each strategic goal is measurable or that the outcomes can be described so graphically that an agreed upon picture is shared by the team.
- Maintaining awareness of both the external and the internal competitive landscape, opportunities for expansion, customers, markets, new industry developments and standards, and so forth. Looking at potential acquisitions or the sale of the company under circumstances that will enhance shareholder value.
- Representing the organization for civic and professional association responsibilities and activities in the local community, the state, and at the national level. (Other senior leaders bear responsibility for these ventures as interested or assigned as well.)
- Participating in industry-related events or associations that will enhance the CEO's leadership skills or the organization's reputation and potential for success. Making certain that staff members understand that these responsibilities are shared and that every employee is responsible for helping the organization maintain industry ties.
- Demonstrating the leadership necessary to make the organization's mission a success. This leadership includes providing leadership vision, leadership that attracts followers, and all other aspects of successful leadership.

#### **Working Conditions:**

This position provides full accountability for the Group strategy and performance within Kamal Osman Jamjoom Group LLC. It handles detailed, complex concepts and problems, involves balancing multiple tasks simultaneously, whilst making rapid decisions regarding administrative issues. Developing smooth and constructive relationships with executive colleagues, outside agencies, organizations and individuals is critical for success.

The role maintains a flexible work schedule to meet the demands of the business, where hours may be long and irregular.

#### **Qualifications:**

A Bachelor's Degree is required with a minimum of 10 years' experience in a similar position.

As CEO, you will demonstrate critical competencies in four broad categories:

- Commitment to results,
- business savvy,
- leading change, and
- Motivating.
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#### **Commitment to results:**

The CEO is a system thinker who is:

Customer focused and goal driven. They identify relevant information and helps transform this information into individual and organizational knowledge and learning.

Action oriented and innovative. They translates broad goals into achievable steps. She/he anticipates and solves problems and takes advantage of opportunities, is a self-starter and team player.

Business savvy. As the leader of the Group, this position requires an individual with knowledge experience in management and administration. The position requires demonstrated experience in integrating and coordinating diverse areas of management. Knowledge in the following areas is required: human services, finance and personnel; oral and written Communications; planning and evaluation; and governance. A high level of personal skills is required to make formal, persuasive presentations to groups and to deal effectively with people from all segments of the community. The individual must be comfortable with diversity and respectful of a wide range of faiths, beliefs and experiences.

Leading change: The CEO possesses the skills and implements the functions of a leader. S/he shares the values, mission and vision for all the brands they manage. They consistently displays integrity, models



behavior, develops people, and builds teams. This individual deals effectively with demanding situations and designs and implements interventions.

Motivating: The chief executive manages continuity, change and transition. This individual knows how to influence and enable others. They address the impact of attitude and action on the Business they manage and its participants.