

# Gangstar Development Manager

---

Full Time (40 hours per week)



“I truly love working at the Message Trust because the organisation has built its DNA on people, I get to play my part in that by drawing out the BEST in young people- reminding them of their REAL God given worth & value.”

Taryn Torien, Respect ME Coordinator

The Message Trust South Africa was launched in February 2014 as the first international hub of The Message Trust who has been working in the UK since the late 1980's.

The Message has a special focus of sharing the love of Jesus Christ with the hardest to reach young people in urban areas. We seek to raise up Urban Heroes – culture shifting disciples who will impact their generation.

The Message South Africa shares the same vision and values as the founding organisation in the UK. Since 2014, we have been actively seeking to adapt and contextualise the way we impact young people and communities to better suit the South African context.

The mark of a life changed by Jesus is the desire to see others changed too. We believe young people in South Africa can go from being the problem to the solution. We want to use the talents and resources that God has graciously given us to create pathways to success for tens of thousands of urban teenagers and young adults through our Creative Mission, Christ-centred Enterprise, Community Transformation and Training/Equipping initiatives.

Our dream for all those we work with is that they will grow into transformational leaders, fulfilling their God-given potential.

We are unashamed about our witness and dependence on Jesus Christ – the surest hope for the transformation of our society. We are glad that you are part of The Message family that is now growing in multiple countries around the world.

Find out more: [www.message.org.za](http://www.message.org.za)



# Job Specification



**Job Title:** Gangstar Development Manager

**Location:** Message South Africa HQ - Mowbray, Cape Town

**Hours:** Full-time

**Salary Scale:** B5

**Start Date:** As soon as Possible

**Responsible to:** Chief Executive Officer

**Context of the Role:** Gangstar Enterprise Development is a social enterprise owned by The Message Trust South Africa, providing training, support, and employment opportunities to individuals transitioning out of incarceration or at risk of offending. While Gangstar operates as a business with a focus on sustainability and growth, it is not a separate or independent entity in mission or purpose. It is a core expression of The Message Trust's mission, serving as a central platform within the reintegration pathway.

Gangstar Café exists to practically outwork The Message Trust's vision—creating opportunities for transformation through employment, discipleship, and enterprise. The work of Gangstar directly contributes to sharing the gospel and raising Urban Heroes. It is therefore essential that the post holder fully understands that this role is fundamentally missional, not purely commercial. The successful candidate must be able to lead an enterprise that is both: Financially sustainable and growth-oriented, and deeply aligned to the mission, values, and spiritual life of The Message Trus. Gangstar is not distant from The Message—it is a key vehicle through which the mission is lived out and multiplied.

**Summary of Role:** The Gangstar Development Manager is responsible for the strategic growth, operational excellence, and profitability of Gangstar Café as a social enterprise, leading and developing its four key areas: café operations, events and mobile services, roastery and merchandise, and training as part of the reintegration pathway. This role ensures that Gangstar Café becomes a financially sustainable and scalable enterprise while remaining a core reintegration and discipleship platform within The Message Trust. It requires a leader who can combine entrepreneurial thinking, strong operational leadership, and a deep commitment to mission, ensuring both commercial success and meaningful social impact.

## Main duties and responsibilities:

- Lead, manage, and develop the Gangstar Cafe team.
- Build a culture of accountability, excellence, and growth whilst supporting staff training, development, and progression pathways.
- Build and maintain relationships with corporate partners and stakeholders alongside Identifying and secure Enterprise Development and Supplier Development funding.
- Maintain accountability to the Gangstar Directorship, providing regular reporting on development, stakeholders, and departmental performance.
- Strengthen and grow the Gangstar brand through strategic partnerships and brand development.
- Work closely with the Finance team to ensure strong systems, reporting, and accountability providing regular reporting on financial performance, growth, and impact
- Monitor performance and profitability of all areas of Gangstar Café.
- Contribute to Prison & Enterprise strategy and organisational planning

## **Gangstar Café (incl. Roastery, Merchandise & Events Development)**

- Lead the strategic growth of café operations as a scalable and profitable core of the enterprise
- Ensure operational excellence across all café sites and day-to-day activities
- Develop and implement systems, processes, and standard operating procedures driving innovation in café products, service delivery, and customer experience.
- Ensure compliance with health, safety, and brand standards
- Set and achieve revenue, cost control, and profitability targets within café operations monitoring financial performance and implement operational improvements.
- Oversee pricing strategies, cost management, and supplier negotiations alongside the Café team.
- Develop the roastery as a strong, sustainable, and scalable revenue stream
- Expand merchandise and retail product offerings aligned to the Gangstar brand
- Grow and strategically develop the events and mobile café offering as a key income stream.
- Develop new markets and strategic partnerships to increase revenue through strengthening Gangstar's market presence through high-quality event execution

## **Training & Reintegration**

- Ensure Gangstar Café operates as a training and employment platform within the reintegration pathway.
- Collaborate with MEP and reintegration teams to align training outcomes with enterprise needs and create an enterprise where individuals are able to gain work experience in the various areas.
- Support structured workplace training, skills development, and progression opportunities
- Embed a culture of mentorship, discipleship, and personal development within the workplace

## **Other Expectations & General Responsibilities**

- Attend monthly prayer days at Message HQ and actively participate in the spiritual life of the organisation.
- Attend weekly staff devotions and meetings as part of the Message community rhythm.
- Hold regular line management meetings with the CEO and Enterprise team to ensure alignment, accountability, and support.
- Participate in Message Sundays by sharing stories of gospel transformation and raising awareness of the mission.
- Build relationships with ministries across Cape Town to foster partnerships and collaborative impact.
- Support key Message events throughout the year, including prayer days, major ministry events, and up to four flagship events annually.
- Submit a monthly report to the CEO by the 25th, covering the previous month's activities.
- Attend inter-departmental meetings as required to ensure organisational alignment.
- Ensure consistent and practical adherence to Safeguarding (Child Protection) policies.

## Essential

- Driver's license and own vehicle
- Proven experience in business development, enterprise management, or hospitality leadership
- Strong commercial and financial management capability
- Experience in scaling or growing a business or social enterprise
- Strong operational management experience
- Demonstrated leadership and team management ability
- Strong entrepreneurial mindset and business acumen
- Ability to balance financial outcomes with social impact
- Strong administrative and reporting skills
- Computer literacy (Excel, Word, reporting systems)
- Open and sharing approach to working in partnership with the Executive Team
- Good leadership, team-building, motivational and staff management skills.
- Able to balance financial and non-financial objectives, analyse information, make sound judgements, appraise performance and manage risk.
- Networking, influencing/promotional and negotiating skills.
- Able to develop and sustain public and voluntary sector partnerships.
- Strong self-motivation.
- A "hands-on" attitude, able to roll-up sleeves and pitch-in with practical task delivery.
- Successful management track record including change and innovation.

## Have a good reputation for displaying the following Characteristics

- Strong alignment with the mission, values, and ethos of The Message Trust, with a genuine passion for social justice, reintegration, and transformation
- Demonstrates integrity, honesty, accountability, and dependability, with respect for others and authority
- Team-oriented with a humble, hands-on approach and strong relational and communication skills
- Committed to excellence and ownership, with a proactive, innovative, and solutions-focused mindset
- Resilient and adaptable, able to lead under pressure and navigate challenging situations
- Teachable and open to feedback, with a desire for continuous personal growth
- Exercises discretion and maintains confidentiality with maturity and wisdom
- Willing to actively participate in the spiritual life and community rhythms of The Message Trust.
- Commitment to Child Protection, Equality & Diversity, and Health & Safety.
- Personal integrity and commitment to working as part of a team.
- Absolute discretion with members of the opposite sex
- Operate in an anti-discriminatory way
- Ability to follow and carry out set administrative tasks/assignments
- Ability to initiate within agreed parameters
- Able to adapt quickly and take responsibility when required to
- Ability to diffuse confrontational behaviour & deal with conflict
- Ability to drive with own transport

# Working for The Message Trust



---

**The Message Trust is a worldwide movement passionately sharing the love of Jesus Christ in words and actions with the hardest-to-reach young people and communities.**

We're a worldwide movement passionate about sharing the love of Jesus Christ with the hardest-to-reach young people in words and deeds. In schools, communities, on stages and in prisons you'll find us giving hope to the next generation by sharing the gospel with them. Each and every day we see lives transformed as people discover their true identity.

We are committed to raising up generations of Urban Heroes. Thousands of youth from the margins who have found hope and purpose in Jesus. They are transformational leaders who are emotionally, socially and economically mature. They are people of faith, positive role models, leading healthy lifestyles, economically active. Urban Heroes not only are transformed, but transform others, creating a ripple effect of change in their families, communities and nation.

**These objectives are being worked out in four main areas:**

**Creative Mission:** Our cutting-edge mission teams creatively shares the good news about Jesus to young people through the creative arts, school programmes and gospel proclamation events. Live music events, relevant Christian music, printed materials, the internet and multi-media are all used to communicate the Gospel to young people mainly within the Cape Town area, in ways that are relevant to today's youth culture and perspectives.

**Community Transformation:** Our Community Hubs provide a safe environment for young people to engage in after school programmes including life skills, discipleship, educational support and fun-based youth activities. The Community Hubs are in some of Cape Town's toughest neighbourhoods and provide long-term interventions for at-risk youth. Community-based teams of volunteers advance the work of The Message through partnerships with local churches. Our goal is to see Community Hubs with full-time and volunteer youth and community workers established in the most deprived neighbourhoods of Cape Town, positively impacting the people in those areas irrespective of religion, colour or background.

**Christ-Centred Enterprise:** Our prisons and enterprise team provide a Christ-centred holistic approach to break the cycle of crime and gangsterism amongst young people. We do this through providing effective discipleship through our Prisons & Enterprise programmes that can give previously incarcerated young people a fresh start in life. Not only do we share the Gospel in and out of prison, but we also offer accommodation, training and a first job to young men and women with a criminal record. This intervention can stop the tragic consequences of gang activity, crime and reoffending that entraps so many youth across the city.

**Training and Equipping:** Inspiring and training church leaders and youth groups to be effective in reaching and communicating the Christian gospel to young people around the world. Our goal is to produce discipleship materials, evangelism training courses and to inspire people to get involved with their neighbourhoods, through social action and evangelistic outreaches.

# Ethos and Values

---

## **Making A Difference**

The Message Trust's work is underpinned by a clear definition of its Ethos and Values, which affirms the Christian origins of the Trust and its ongoing day-to-day working principles. This statement of ethos and values is in place to demonstrate how the Christian Faith energises the organisation's work and sustains its culture, galvanising its long-term cohesion. The Trustees, Executive, Management and Outreach posts within the organisation have been recognised as carrying a Genuine Occupational Requirement. This is to ensure that the organisation's distinctive Christian basis is sustained. This is important given the extensive nature of the organisation's Christian charitable donor base which provides the basis for the financial viability of the work. The Message Trust is an inclusive Christian organisation, working with and supporting people from all sections of the community. In particular the Statement explains how organisations and individual people from all faiths or no faith can identify with and benefit from the services and support that the organisation provides.

We maintain the Trust's Christian ethos which is founded on a belief in God the Father as Creator, Jesus Christ the Son of God the Redeemer, and The Holy Spirit, the Enabler and third person of the Trinity. The Trust also affirms that the practical application of the Christian faith in accordance with the Bible should be expressed in daily work and living. As a Christian organisation working with and supporting people from all sections of the community, we recognise the need to set out our values. These are clearly drawn from our Christian faith and our aim is that all our staff, volunteers, clients, service users, charitable funders and business partners should be able to identify with the benefits of the organisation's work and ethos.

## **People**

We seek to empower staff to meet the needs and expectations of our clients and other service users as well as the requirements of the organisation overall. We will support staff through a comprehensive induction and training programme, backed up by strong supervision. The Message seeks to establish a culture that encourages teamwork, rewards creativity and innovation, and welcomes imaginative suggestions. Key attributes that The Message seeks in all its staff members and volunteers include valuing one another, honesty and integrity, the importance of the individual, respecting differences, a profound compassion, and working in an inclusive, non-discriminatory and non-judgemental way.

## **Partnership**

We expect all staff to work together to achieve the aims and objectives of the organisation. To achieve this, staff will act as team players in supporting one another, recognising that more is achieved through harmony. We acknowledge and value contributions to our operation arising from the diversity of staff who join the organisation, and actively look to promote links and partnerships between the Trust and other service providers, local communities and agencies. To ensure all staff work as team players, we seek to create an environment where openness, trust and support of one another is expected. Our formal supervision policies place this expectation on all staff.

## **Performance**

Our philosophy is to recognise the dignity and diversity of our clients and service users, to respect their independence, and to work with them to help meet their needs. Our staff will create an environment where our clients and service users are encouraged to take control of their lives and have the ability to exercise choice wherever possible. We will provide a high-quality framework for our work, which sets out guidance and expectations. All staff and volunteers will accept their responsibility and accountability to

treat clients and service users as they would wish to be treated and challenge any practice that does not meet this standard at all times. Respect for the individual's freedom of choice will be paramount at all times. By working together, we aim to be recognised for "services of excellence" which offer proven choice, added value, and individually tailored support. We will value and recognise the importance of every individual helping to achieve this goal.

**Note:** *The post holder must be a committed Christian who believes in the Lordship of Christ and the authority of scripture, and who wants to see the Christian message communicated effectively to young people. Applicants should be able to articulate a clear vision for their role within the work of The Message, particularly with reference to their ability to function within the framework of its Mission, Vision, Ethos and Values*

*All employees commit to adhering to the terms of the Children's Act of 2005. The successful candidate for this post will be asked to apply for a Police Clearance. This job description is not exhaustive and amendments and additions may be required in line with future organisational changes.*

## Confidentiality

---

Any information relating to people contacted by the Trust acquired in the course of duty must be treated in strictest confidence and must be discussed only within the confines of the work setting with the appropriate members of staff.

Any information relating to staff acquired in the course of duty must be treated in the strictest confidence and must be discussed only with senior staff members or with the line manager. All information handled must strictly adhere to our POPI policies.