



Position Name:

Business Development & Growth Coordinator

Who we are:

MSA is a socially-driven global consulting firm. We provide innovative solutions for the private sector, government and civil society to improve, measure, and communicate the economic and social impacts of their investments. We believe market dynamics have a strong impact on how people live their lives. Our vision is to improve economic systems in order to reduce poverty. We recognize complexity and as such, use a systems approach to design solutions that work within dynamic environments. We work collaboratively with our clients, serving as brokers of creativity to help catalyze systemic change.

We provide services for clients around action research, monitoring, strategic advisory, evaluation and thought leadership across five topic areas: market systems development, jobs and trade, economic empowerment, financial inclusion and impact investing.

Since 2009 we have worked with a wide variety of clients and partners in dozens of countries across six continents.

MSA's VALUES

EXCELLENCE

We believe in what we do – it's why we're here. Our work reflects our passion.

DISRUPTION

We're here to do development differently – more empowering, more systemic, with more proof.

HUMILITY

We see self-awareness as a prerequisite to learning.

HUSTLE

Good things don't come to those who wait. We drive networking and new business the same way we drive innovation – restlessly.

COLLABORATION

We're better together, drawing on each other's viewpoints and experiences to deliver for clients. Working in teams is core to our identity.

CELEBRATION

We work hard and life gets hectic – we take time to celebrate and enjoy it. Otherwise, what's the point?

The nature of the role:

This is a full-time position that will report to the Chief Growth Officer.

Our work:

MSA seeks a driven professional with strong business development experience to join the team in the position of Business Development Coordinator. MSA is growing – this opportunity offers significant potential for the successful candidate to grow with us, assuming progressively greater responsibility with MSA.

We are looking for someone who finds fulfillment in:

- **Hustle.** This is the type of person who reads MSA’s values and says “Hustle really resonates with me.” MSA is a small business and managing a team to excel at business development requires hustle. We want someone who gets excited by the hustle of finding new work. If the push to build relationships and deal-making energizes you, this is the right fit for you.
- **Taking practical implementation approaches, learning from them and turning them into new business.** We work with a diverse array of clients and donors. This gives us the unique ability to draw from lessons learned and spur new thinking in our industry. This person will love listening and learning from technical implementation and translating these lessons and good practices into easy-to-understand and user-friendly approaches, frameworks, products and services, pitches and proposals to influence and collaborate better with our stakeholders.
- **Having exceptional organizational skills.** Succeeding in this role requires organization. You are working with a team of professionals who are busy and need strong coordination support and someone who can use systems and processes to keep things moving, consistent and easy to work on. This takes someone who likes structure and likes helping others use and follow systems and processes in order to get things done.
- **A focus on executing.** You thrive on checking things off your to do list. Period.
- **Tracking BD progress.** We want someone who enjoys utilizing systems to document progress on new work, and stay on top of new funding opportunities and ushering the go, no-go decision processes at MSA. Someone who loves to coordinate, can be efficient in doing so and help organize people and materials to make decisions is a major skill in this role.
- **Tracking client relationships and partnerships.** This person enjoys working with the internal team, but will spend significant time engaging and collaborating with clients and

potential clients. Being communicative, diplomatic and having the ability to navigate people-dynamics is critical to succeed in this role. Previous experience having led on client relationships in a business development as well as technical role is critical. This also includes managing a pipeline of potential work and partnerships, leading the process of developing partnerships with partner prime contractors and sub-contractors (e.g., securing non-disclosure and teaming agreements) and closing deals.

- **Being a strong multi-tasker.** In the business development process, there are many moving pieces to keep after. A person in this role should be great at moving between different tasks and supporting others to stay on task.
- **Most of all you bring a positive, can-do attitude.** MSA's team members work hard and play hard; we want our colleagues to share in our successes and celebrations. A great BD person is solution-oriented and can jump in on new tasks and try new things. A positive attitude, can-do is so important in this role!

Requirements:

- Experience supporting various aspects of business development, including recruitment, partnering/subcontracting management, technical writing, etc.
- Quick learner able to follow through consistently on commitments
- Exceptional coordination and project management skills, including use of tracking systems, workplan development and supporting a team of skilled professionals
- Strong interpersonal skills, including the ability to work and build relationships with team members and clients from diverse backgrounds
- Excellent verbal and written communication skills and ability to distill complex concepts and insights for both technical and lay audiences.
- Minimum Bachelor's degree

Other desired characteristics:

- Proven experience on economic growth, impact investing, private sector development, agriculture, employment, financial inclusion, impact investing, decent work, competitiveness and/or market systems-development focused projects.
- A Master's degree or higher in economics, international development or another relevant social science
- Proficiency in another language, preferably written and oral Arabic, French, Spanish, and/or Portuguese
- Longer-term experience working overseas in a developing country context preferred
- Experience working with a consulting company and understanding how a consulting company wins new work

Other information:

This is a salaried, full-time position that will report to the Chief Growth Officer. This position will be based in Denver, Colorado.

The salary range for this position is: \$50,000 - \$65,000 USD based on a candidate located in Denver. Where a candidate falls within this range is based on previous years of experience and versatility (i.e., number of required and desired characteristics) as well as expected capability and location.

Application Details:

Deadline to apply is **May 4, 2023**. Applications will be considered on a rolling basis. To apply, please submit your current CV and an introductory cover letter to recruitment@marketshareassociates.com indicating the position title "Business Development & Growth Coordinator" in the subject line.

Please also include a cover letter (maximum one page) explaining your interest in this role and answering the following questions:

- 1) List the three things, in order of impact, that you would bring to MSA's business development team to take us to the next level.
- 2) Which of our values most resonates with you, and why? (Refer to <https://marketshareassociates.com/#values>)
- 3) What professional achievement are you most proud of that is relevant to this role?

Key Tasks:

Opportunity Vetting and Capture (40% of effort)

Opportunity Vetting

- Ensure that there is a database of potential donors/customers, partners and competitors with updated information.
- Coordinate identification and vetting of new potential business opportunities and track information in Pipeline Manager.
- Co-facilitate weekly pre-vetting and pipeline meetings, including inputs around go/no go decisions.

Capture and Market Intelligence

- Conduct research and capture information-gathering on selected opportunities to inform vetting, selection and partnering pitches and calls.
- Support processes for capture, including analyzing competition and potential partners, background information on the client and current implementation efforts, country context, and relevant on-the-ground knowledge.
- Manage the capture database to keep track of capture information.

Networking and Partnership Development

- Support identification of potential partners for forthcoming tenders and other opportunities, tracking and updating the Pipeline Committee on partnering efforts.
- Coordinate company practices and procedures for the collection of information on potential and upcoming opportunities; building a database to track and manage information on client personnel and client interactions; and pursuing capture opportunities.
- Schedule and join partnering calls and internal discussions with technical team members.
- Take notes during partnering calls and share notes with relevant team members.
- Track and support on action items from partnering discussions, including follow ups.

Proposal coordination (25%)

- Coordinate MSA's proposal development processes for long-term opportunities, including:
 - Coordination of the preparation of pre-teaming agreements, teaming agreements, compliance documentation
 - Developing budgets, budget narratives, and related documents
 - Other tasks as assigned.
- Support proposal development processes for short-term opportunities
- Work collaboratively with Principals, Technical Leads, Finance, Operations and BD Associate and Assistants to ensure MSA produces high quality proposals on time.

Recruiter

- Coordinate recruitment efforts to identify and secure short-/long-term personnel and contractors.
- Support the BD Assistant to assemble candidate documentation related to rate negotiations, contract commitments, etc.

Internal Monitoring and Reporting (20%)

- Maintain the pipeline document, including the opportunity vetting, priority bid tracker, submitted, and BD dashboard.
- Support monitoring of MSA's BD spending, tracking proposal expenditures against internal budgets, prepare regular reporting on MSA's BD budget and performance.
- Support development of long-term financial projections to reflect MSA's current portfolio, submitted/unsecured work, and pipeline of potential opportunities.
- Contribute to periodic analyses of MSA's overall BD performance to identify trends and assess where MSA's performance can be improved.
- Coordinate preparation of a monthly PPT presentation on MSA's BD performance.

Communications (10%)

- Support the communications team to set priorities for social media based on BD positioning needs
- Support the communications associates to develop content for social media
- Develop content together with technical team for positioning pieces like blogs
- Attend events and working groups to understand thought leadership, demand and positioning

Strategy implementation (5%)

- Support developing and implementing MSA's BD strategy in coordination with the Pipeline Committee.
- Gather and communicate market intelligence to guide MSA's BD direction and prioritization of new markets and clients to ensure growth including research and analyses of market intelligence on client strategies, priorities, stakeholders and beneficiaries.
- Support the annual setting of BD targets.
- Support rolling out the BD strategy with the wider team