



Position Name:

Business Development Associate

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.

Our work:

At MSA, our staff build results measurement systems for development programs, social enterprises and impact investors; research power dynamics and their influence on market behaviors; train client staff to

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?

think more systemically about the problems they seek to address; pitch MSA's services to new potential clients; write thought pieces; and brainstorm new approaches to old problems. Regardless of task, our focus on disrupting the status quo demands critical engagement.

Who we want:

MSA seeks a driven professional with exceptional organizational skills and ideally some business development (sales) experience to join the team in the position of Business Development Associate.

MSA is growing – this opportunity offers significant potential for the successful candidate to grow with us, assuming progressively greater responsibility with MSA.

The nature of the role:

This is a full-time position that will report to MSA's Business Development Lead & Program Advisor. MSA's headquarters are in Colorado, USA. In order to enable close collaboration with the rest of the team, the successful candidate will be based in Denver.

We are looking for someone who finds fulfillment in:

- Driving forward 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 role is critical. This also includes supporting the management of a pipeline of potential work and partnerships.
- 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 and a strategic mind-set. We want someone who gets excited by the hustle of finding new work and closing deals. If the push to build relationships and deal-making energizes you, this is the right fit for you.
- Being reliable** - You under-promise and over-deliver. We always know we can count on you when you are responsible for a task to get it done on time and correctly.
- Having exceptional organizational skills** - MSA is all about efficiency. You should always question our processes and systems and think critically to come up with improvements.
- Executing** - You thrive on checking things off your to do list.
- Being a collaborator** – You bring a positive, solutions focused attitude to work every day. This means that you reflect our values and share your positivity with your colleagues.
- Engaging interpersonal skills** – you are an enthusiastic team builder with great people-sense. You will be comfortable engaging with and building relationships with team members, clients, vendors and other stakeholders.

- **Managing yourself** – This means you can discern the top priorities from among various short-term and long-term tasks and stay focused on those. Others don't need to follow-up with you – you are on top of your tasks and proactively update your colleagues on the status of priorities and flagging areas where input is required.
- **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.

Requirements:

- 2-5 years of professional experience supporting business development efforts and/or program implementation for donor-funded projects, including those funded by the United States Agency for International Development (USAID)
- Experience supporting various aspects of business development, including recruitment, partnering/subcontracting management, technical writing, etc.
- Excellent verbal and written communication skills and ability to distill complex concepts and insights for both technical and lay audiences.
- Quick learner able to follow through consistently on commitments
- Exceptional coordination and project management skills, including workplan development and oversight of a team of skilled professionals
- Strong interpersonal skills, including the ability to work and build relationships with team members and clients from diverse backgrounds
- Minimum Bachelor's degree

Other desired characteristics:

- 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
- 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.

Other information:

This is a salaried, full-time position based in Denver, Colorado. The salary range for this position is \$45,000-\$55,000 USD for a candidate based in Denver, Colorado; for candidates based in another state or outside the US, MSA will consider salary ranges aligned with local market rates and our international salary bands. 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).

Application Details:

Deadline to apply is November 2, 2022. Applications will be considered on a rolling basis. To apply, please submit your current CV, indicating the position title "BD Associate" in the subject line. Please address your submission to the "Director of Recruitment".

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 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?

Applications that do not precisely follow the above requests will not be considered.

Annex A: Key Tasks

Opportunity Vetting, Capture and Pitching

BD prospective partner liaison

- Support identification of potential partners for forthcoming tenders and other 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

BD Capture

- Conduct research and capture information gathering on selected opportunities to inform vetting, selection and partnering pitches and calls
- Manage a capture database to keep track of capture information

BD Vetting

- Identify and vet new potential business opportunities weekly
- Track information about new opportunities in Pipeline Manager
- Support facilitating of weekly pre-vetting and pipeline meetings, including inputs around go/no go decisions

BD Pitch Lead

- Own preparing and submitting pitches to potential prime contractors and add-on work, including:
 - Develop corporate profiles & qual statements, and send them by MSA's internal deadline
 - Conduct & document bid-specific market intelligence & identify priority prime contractors

System Monitoring

- Update pipeline manager document to ensure it is correct, including the opportunity vetting, priority bid tracker, submitted 202X, and BD dashboard 202X tabs
- Oversee the monitoring of MSA's BD spend relative to the internal proposal budget and prepare weekly and monthly reports on MSA's BD efficiency.
- Calculate MSA's BD metrics for MSA's strategy meeting.
- Prepare a monthly PPT presentation on MSA's BD performance.
- Update MSA's BD dashboard on a weekly basis
- Oversee the monitoring of MSA's BD spend relative to the internal proposal budget and prepare weekly and monthly reports on MSA's BD efficiency.
- Conduct periodic analyses of MSA's overall BD performance to identify trends and assess where MSA's performance can be improved.

Proposal Coordination Lead

- Set up the proposal document, draft outline and complete sections as possible
- Lead on proposal coordination. Lead MSA's proposal coordination processes, including tracking and following through on partnership development, concept notes, expressions of interest and proposals.

Work collaboratively with Principals, Technical Leads, and our Finance and Operations team to ensure MSA produces high quality proposals on time. The proposal coordinator role includes being a:

Recruiter

- Leading proposal recruitment efforts to identify and confirm proposed short-term and long-term personnel and contractors including any necessary paperwork to include in the proposal
- Finalizing all candidates and rate negotiations

Partner Liaison Support to BD Lead, Principals and Technical Leads

- Leading all administrative tasks related to partnering (i.e. reviewing and preparing Pre Teaming Agreements, Teaming Agreements, etc.)
- Tracking and updating the Pipeline Committee on partnering efforts
- Documenting and sharing partner feedback consistently