MARKETSHARE
ASSOCIATES

Position Name:

Monitoring, Evaluation, Research and Learning (MERL) Lead

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 mission is to bring actionable insights to economic development. Our vision is an equitable world where all people have access to better opportunities and choices to improve their lives. 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 develop 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:

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?

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 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 a strong qualitative and ideally quantitative research and methods background working in market, consumer, evaluation, and/or product and service user experience research to join the team in the position of Monitoring, Evaluation, Research and Learning (MERL) Lead, in our Denver, Colorado office. In exceptional circumstances we will consider a candidate based elsewhere.

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 be supported by MSA's CEO.

The position will be about 75% client-focused work, 15% business development, and 10% internal operations and strategy. It has a strong focus on providing cross-cutting support in research methods, supporting our team's skill building in core skills, leading strategic engagements, and supporting MSA learning and innovation.

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We are looking for someone who finds fulfillment in:

☐ **Prioritizing and championing your team.** This position will lead a team of highly motivated and smart people. We believe in team leaders supporting and building the capacity of teammates, while everyone learns how to solve and make critical decisions on their own. This means a management style that seeks to enhance quality and increase productivity by offering support, technical resources and coaching, while also giving ownership to each individual by encouraging openness and applying a strength-based approach to your leadership style.

☐ **Devising technical direction and thought leadership.** This person will work with the other Leads and Principals of the firm to drive technical direction for MSA in research. This means working with Leads and Principals to design a research strategy and approach and design action plans for ensuring the

team has the knowledge and tools to implement technically sound research. This person needs wider knowledge of the what is what in research methods.

☐ **Being a research and data nerd.** You love qualitative and/or quantitative research. You love collecting data in-country; and conducting all of the deep analysis that follows. More importantly, you enjoy building others' research skills.

☐ **The development of innovative and right-sized research methods.** You are deeply familiar with research methods and enjoy staying on top of the latest approaches, tools and practices. You love selecting research methods; designing surveys, interview and focus group discussion guides.

☐ **A focus on applied research**, **learning and practical application.** We want someone who not only likes to learn themselves and think outside the box, but have ways to help our clients to continuously learn and utilize their data. We need people who enjoy distilling complex approaches into simple and practical activities to match on-the-ground realities. This means you see good data as a means to an end, to influence interventions, to influence policy, to change practice and a means to create more meaningful social impact for all.

☐ **A large and diverse portfolio.** You will have an opportunity to engage across a wide range of MSA engagements and with all MSA technical team members supporting quality assurance. This means you are very comfortable and are energized by working on multiple engagements at the same time.

☐ **Mentorship and capacity building.** You thrive on being able to share your technical insights with others and support their technical growth. You have a knack for spotting when someone needs support and identify what skill building is required. You enjoy both one-on-one mentorship and the development and dissemination of tools and templates that enable efficient learning across the team.

☐ **Thriving on producing excellence and timelines.** You love producing high quality work on time, and like considering how to take work to the next level.

☐ **Driving forward client relationships.** You enjoy working with the internal team but will spend significant time engaging and collaborating with clients. Being communicative, diplomatic and having the ability to navigate interpersonal dynamics is critical to succeed in this role. You need to feel comfortable working in groups, discussing and bringing your point of view to the table with clients in higher positions of power and gracefully managing expectations of clients. Previous experience leading client relationships for larger engagements would be strongly preferable.

☐ **Thought diversity.** We are mission-driven and love applying systems-thinking to our work. Yet, we are not dogmatic and tailor our approaches to solutions that work best for our clients and draw from various development fields and perspectives. A great fit for the team is someone who can apply creative solutions from a diversity of approaches such as from market systems, private sector development, resilience, economic growth, social inclusion, etc.

☐ **Embracing complexity and adaptation.** We work on a lot of projects that measure system level change. We love this work. In order to actively do this work, you likely enjoy seeing the bigger picture of your work, thrive in complex environments, but have the ability to quickly distill complexity into

useful tools and systems in order to get things done. You also enjoy helping those around you to digest complexity and help them navigate how they can practically play their part in achieving project goals.

☐ **Working in a rapidly expanding company**. Our company is small, but we are growing rapidly. If you enjoy fast-paced working environments and engaging in strategic discussions, we are a good fit. If you are looking for a place to work with the same daily checklist and regular work, this is not the position for you.

Requirements:

- Bachelor's degree in market research, economics or a related business, communications, or social science field
- Excellent primary and secondary research experience including research design, implementation, qualitative data coding, and quality assurance
- At least eight years of significant experience in research, such as in qualitative research and methods in market, consumer and/or product and service user research and evaluation experience
- Experience conducting monitoring and/or evaluation of private sector, market systems, agricultural or economic development initiatives.
- Experience managing teams and projects, including managing budgets, subcontractors and consultants
- Excellent written and oral communication skills, including experience drafting reports
- Strong interpersonal skills, including the ability to work and build relationships with team members and clients from diverse backgrounds

Other desired characteristics:

- Graduate degree in market research, economics or a related business, communications, or social science field
- Courses in statistics, research methods, and marketing are preferred
- Quantitative research skills
- Experience with USAID, leading private foundations, or FCDO specifically in market systems development, economic development or private sector development projects
- Experience working for a consulting firm and managing consulting projects
- Experience designing and leading capacity building efforts (e.g., mentoring, training)
- Proficiency in another language, preferably written and oral Arabic, French, Spanish, and/or Portuguese
- Experience working and living in developing countries

Other information:

The role will require approximately 25-35% travel. The salary range for this position is $85,000-120,000 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 rage 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 send your current CV to **opportunities@marketshareassociates.com**, indicating the position title "MERL Lead" in the subject line. If you have not heard back within 2 weeks after the application deadline, please send a follow up email to **opportunities@marketshareassociates.com.** We want to make sure no emails get lost in cyberspace!

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

1) What do you see as the most important innovation in research approaches that support learning?
2) List the three things, in order of impact, that you would bring to MarketShare Associates to take us to the next level.
3) Which of our values most resonates with you, and why?
4) What professional achievement are you most proud of?
5) Are you legally authorized to work in the United States? If not, where are you authorized to work?
6) What is your location preference?
7) What are your salary expectations for this role within the salary band listed above?
8) Where did you learn about this role?
9) If selected, how soon would you be able to start?

Key Tasks:

- **Drive efficient delivery of MSA's core research products & services (30%).** Help ensure that the overall MSA team is effectively delivering our engagements through the following:
    - Building, using and improving key tools and systems for delivering core MSA research products & services.
    - Ensuring there is consistent application of key EM tools and templates, including particularly work planning templates
    - Supporting quality and efficiency by building replicable, easy-to-understand guides and tools that support the application of MSA's products and services in a planned and structured manner that incorporates team input.

- o   Ensuring that resources and tools are being used and regularly improved

- **Business development (15%).** Contribute to MSA's growth by supporting business development, including particularly through:
    - o   Supporting others on the team in taking on BD technical roles (proposal writing)
    - o   Writing research methods sections in technical proposals

- **Lead MSA's customer feedback research (5%).**
    - o   Ensuring that MSA is a customer centric organization by overseeing the collection, analysis, dissemination and actioning of client feedback to drive behavior change & improvement

- **Lead skill building of the MSA team in research skills (5%).** Lead the development of capacity in research skills by:
    - o   Facilitating the system, standards, training content and guidance for basic research skills development at MSA by both our HQ and LTTA team members
    - o   Overseeing consistent roll-out of guidance that may include onboarding and regular refresher training
    - o   Identifying areas where more guidance or clarity is needed and updating team skill building materials accordingly

- **Support MSA learning & innovation in research (20%).** Support MSA's learning and knowledge management by:
    - o   Ensuring that MSA learning in research is being incorporated into MSA templates, tools, guidance and training
    - o   Improving the design, delivery, and feedback processes for new and existing products and services

- **Engagement leadership (20%).** Lead on 1-2 of MSA's most strategic research engagements, performing core engagement lead functions.