



# MARKETSHARE

ASSOCIATES

## Position Name:

## Growth and Partnerships Senior Advisor

## 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 or part-time position that will be supported by the Chief Growth Officer. The role is 65% focused on partnership development and business development and 35% focused on technical implementation and other internal tasks.

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

## Our work:

The successful applicant will spend the majority of their time working directly with clients and potential clients on pitching and co-creating new approaches to old problems, designing innovative technical approaches and finding ways to fund its implementation, brokering partnerships to leverage MSA's skills and value and managing a highly capable business development team and function. This position offers incredible opportunities to work at the cutting edge of the work being done in the field, participating in influential research and learning contracts and helping to shape on-the-ground implementation through realistic and sound business development processes.

## 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 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 talent-oriented.** We want someone in this role who loves people and working with a diverse and global group of clients and team members. We want this person to enjoy identifying talent and bringing new people to the MSA team during the BD process. Leading BD recruitment efforts should come naturally – knowing what skills and experience is needed for the job, having a large network, effectively tapping into their network and our team, and finally identifying strong candidates for new work is essential.
- **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.

- **Supporting economic development and market systems differently.** There are some known good practices in how to promote effective market systems. We like these. But we also believe that the best work is born of creative thinking. We want someone who is comfortable challenging themselves to find unique and context-specific solutions to old problems. We want our team to think outside the box, pushing the boundaries of what seems possible. This means being comfortable with designing and reviewing activities for clients.
- **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.
- **Thought diversity.** We are mission-driven and love applying systems-thinking to our work. Yet, we are not dogmatic, and we 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.
- **A focus on 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.

## Requirements:

- 7-10+ years of professional experience managing 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 partnering, recruitment, , technical writing, etc.

- 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.
- 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

### Other information:

This is a salaried, full-time or part-time position that will report to the Chief Growth Officer. This position will be based in Denver, Colorado; or other locations for the right person. The position requires approximately 10-15% travel.

The salary range for this position is \$85,000 to \$115,000 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.

### Application Details:

Deadline to apply is **June 5, 2023**. Applications will be considered on a rolling basis. To apply, please submit your current CV, indicating the position title "Growth and Partnerships Senior Advisor " 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'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?
- 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?
- 8) If selected, how soon would you be able to start?

## Key Tasks:

- **Growth (65%)**

### **Partnership building and capture planning**

Coordinate MSA's partnerships and capture process, including:

- Lead on a partnering and capture systems that documents research for partnering and capture, including analyzing competition and potential partners, background information on the client and current implementation efforts, country context, and relevant on-the-ground knowledge.
- Presenting opportunities for technical team members to engage in purposeful networking opportunities and interactions with clients to build company reputation and pursue capture targets.
- Formulating company practices and procedures for the collection of information on potential and upcoming opportunities; networking and building relations with client personnel; building a database to track and manage information on client personnel and client interactions; and pursuing capture opportunities.
- Conducting initial calls with potential clients to vet potential new opportunities and select new opportunities.
- Providing overall strategic vision for partnering for proposals effort.
- Supporting on partner negotiations (i.e., PTA, TA, etc.), reviews.
- Organizing and participating in capture partnership building including outreach to new partners, especially small businesses and local partners.
- Documenting market intelligence and position statements on key topics for use in pitches

### **Proposal support to primes**

#### **Technical Writer**

- Lead development of proposal documents, including drafting sections and providing technical reviews to primes.
- Aggregate content from MSA's technical teams, including project past performance references; technical tools and approaches; examples and case studies; and proposed staff.

#### **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.

### **Partner Liaison**

- Manage operational processes and contractual documentation related to partnership development.
- Collect and document feedback from partners; analyze data and share findings with MSA teams to improve organizational learning.

### **Engagement start-up and planning**

- Manage technical onboarding for engagement management team, including the development of the Engagement Charter, organizing kickoff meetings to discuss and agree on Engagement Charters and providing guidance for roles and responsibilities of engagement team members.
- Lead contractual handover from BD to Operations – including a handover meeting between BD and operations on key issues from BD process, and leading the review of resourcing (team members, LOE, SOWs),
- Lead on initial work planning from the EM templates together with the Engagement Leads including any inception work plans and Year 1 work plans. These will follow MSA work planning templates for internal and external sharing purposes.
- Lead on the updating of corresponding inception and Year 1 resourcing including development of Scopes of Work and budgeting.
- Support upfront assessments and design

### **Strategy development**

- Contribute to the development of a 5-year growth strategy and plan
- Contribute to developing growth targets for the company in terms of revenue as well as a current and future organizational chart matching growth projections
- Contribute to the development of a business development strategy and plan that aligns with the growth plan
- Develop and provide communications to all team members on employing the new growth plan and the implications on business practices, business development planning and capture implementation.

### **Technical implementation (35%)**

- Liaise with BD & operations teams to ensure efficient transition to project start-up, including managing client and internal compliance requirements, communications, and organization of key documents and resources
- Manage technical onboarding for engagement management team, including organizing kickoff meetings and providing guidance for roles and responsibilities of team members
- Support upfront assessments, design, and work planning during inception phase
- Lead on the development of inclusive, market-based and systems-oriented technical approaches for research and implementation

- Support on the technical design and delivery of inclusive markets and/or market systems development projects for USAID and other donors
  - Provide technical insight and guidance into one or multiple MSA programs
  - Identify and strengthen relationships with local partners and consultants in inclusive markets to collaborate with MSA
  - Participate in communities of practice to contribute to and learn from and contribute to the MSA's global best practices and standard-setting
- Demonstrate thought leadership by writing reports, case studies, blogs, webinar content on relevant topics in inclusion/market systems/private sector development in emerging economies