



Position Name:

Communications Associate (Consultant)

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 take a bespoke approach to every engagement, developing tailored 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 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.

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?

Who we want:

MSA seeks a driven professional with strong economic development, private sector development, or market systems experience to join the team in the position of Communications Associate (Consultant), in Denver, Colorado; or remote location for the right person. 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 consultant position that report to the Chief Growth Officer. We hope to find someone who wants to learn quickly and grow with our firm.

Key Areas of Responsibility:

- **External Communications and Marketing (2.5-3 days per month)**
 - Assist in developing and executing external communications and marketing campaigns that meet business needs, including concepting, content planning, content creation and reporting.
 - Develop, produce and distribute on-brand digital and traditional communications and marketing assets, collateral and content across a range of channels.
 - Create and deliver a quarterly MSA newsletter.
 - Prepare and deliver a Monthly Communications Roundup to share a summary of key outcomes and analytics with the wider Communications and Business Development team.
 - Ensure effective and consistent adherence to branding and communication strategies and standards for all materials and marketing collateral, including developing and maintaining templates/guides, policies, and processes.
- **Social Media Management and Content Development (2 days per month)**
 - Develop and implement MSA's social media content strategy in collaboration with the Business Development Coordinator, particularly in LinkedIn.
 - Coordinate content development and updates for MSA website (minimum one piece of original content per quarter) and other external audiences.
 - Monitor and analyze metrics on key audience and engagement analytics for social media and other online content, including tracking of communications initiatives via native analytics tools (such as Google Analytics platform) and custom dashboards/software.
- **Website Updates (1.5 days per month)**
 - Oversee regular content updates to MSA website using WordPress, such as reports, blog posts, presentations, newsletters, videos, etc.
 - Ensure quality control of website content updates.
 - Monitor, analyze and report on website traffic via Google Analytics.
 - Oversee a phased rollout of MSA's website redesign strategy with support from external consultants (web developers, contractors, graphic designers, etc.) to improve the content, structure, format, and navigation of the MSA website.
- **Organizational Communications (1.5 days per month)**

- Provide communications support to strategic initiatives, recruitment efforts, etc. in collaboration with MSA team members.
- Work with Operations team to develop and enhance processes for training team members on communication processes, resources, tools, branding, etc.
- Act as a key contributor to the development and delivery of weekly internal newsletter/update in coordination with the Operations team.
- Support Operations team to further develop internal commitment to MSA brand.
- **Project/Activity Communications (1-1.5 days per month)**
 - Copyedit and format reports and other communications materials to reflect “one voice” in line with MSA’s style guide, technical lexicon, and signature approaches.
 - Ensure communications review of all external-facing deliverables.
- **Additional work on top of 80 hours/month dependent upon availability.**

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 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 and can-do is so important in this role!

Requirements:

- Bachelor's degree in Communications, Marketing, Advertising or a related field.
- At least 2-4 years of experience leading communications, promotional or marketing campaigns, preferably in support of fast-paced organizations, consultancies, or start-ups
- Excellent written and verbal communication skills; ability to communicate complex information for wider audiences in creative and compelling ways (such as using storytelling, graphics/visuals, interactivity, etc.)
- Significant expertise in digital marketing analytics tools – specifically Google Analytics – and other analytics platforms.
- Strong proficiency with WordPress website content management
- Forward thinking, proactive and resourceful
- Ability to flex and adapt to changing business priorities
- Strong interpersonal skills, including the ability to work and build relationships with team members and clients from diverse backgrounds
- Ability to prioritize, implement, and deliver high-quality work within tight timelines and with minimal supervision

Other desired characteristics:

- Experience supporting communications efforts for international development or humanitarian organizations (funders, non-governmental organizations, consulting firms, research institutes/think tanks, etc.)
- Proficiency with HTML/CSS
- Interest in international development, communicating research and partnerships that help to facilitate better access to economic opportunities

Other information:

This is a long-term, core consultant role reporting to Chief Growth Officer, with a strict preference for someone based in Denver, Colorado.

The consultant rate range for this position is \$300-\$375 USD daily. Where a candidate falls within this range is based on previous experience and versatility (i.e., number of required and desired characteristics) as well as expected capability and location.

Application Details:

Deadline to apply is **June 5, 2023**. Applications will be considered on a rolling basis. To apply, please send your current Cover Letter and CV to recruitment@marketshareassociates.com, indicating the position title "Communications Associate" in the subject line. If you have not heard back within 2 weeks after the application deadline, please send a follow up email to recruitment@marketshareassociates.com. We want to make sure no emails get lost in cyberspace!