MARKETSHARE ASSOCIATES

Position Name:
MEL 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 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.

Who we want:

MSA seeks a dynamic professional with a hybrid skill set across economic development and business development to join our global team as an Advisor. The ideal candidate is equal parts systems thinker and strategic opportunity seeker—comfortable with designing learning and evaluation frameworks while proactively shaping MSA's growth pipeline.

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:

The Advisor will join our growing global team in a hybrid strategic role. This role is integral in providing technical leadership on complex, multi-country MEL projects, particularly those focused on systems change. While rooted in MEL for systemic change, this position places equal emphasis on business development. It will blend technical leadership with business development, recruitment coordination for proposals and market positioning. The **Advisor will bring 7+ years** of relevant experience; with a strong preference for candidates who have led MEL efforts for large-scale complex projects. The role will thrive in navigating complexity, collaborating with cross-functional teams, and delivering high-impact learning solutions that both improve client performance and expand MSA's reach.

We are looking for someone who finds fulfillment in:

1. **Being a research and data nerd.** We want someone to join the team who loves qualitative research and enjoys analyzing this data. This person loves research methods; designing surveys, interview and focus group discussion guides; training interviewers; collecting data in-country; and all of the deep analysis that follows. Knowing how to do all of this from a market systems perspective is a major bonus.

2. **Understanding the perspective of the private sector.** Most of our work is in the space of market systems and private sector development, and the ideal candidate will be driven by supporting effective economic development programming.

3. **Workshopping and co-creation.** We do not do research for research's sake. We like action research that leads to better decision-making, project performance and eventual social impacts. All MSA technical team members enjoy working with our partners and clients to get better results. This means we need to be good listeners, get their buy-in and always think about how to engage with them in a process of co-creation.

4. **Skilled in right-sizing rigor.** The ideal candidate will work closely with stakeholders to define research questions and needs that will inform future decision-making. This means that the researcher needs to be capable of supporting stakeholders to select the best approach to answering research questions that balances rigour, precision and validity with the available resources.

5. **Helping team members to do their work better.** We have projects that are solely dedicated to generating research insights for clients and for capturing or evaluating impact, using qualitative methods for behavioral analysis, norms diagnostics, and social network analysis. But we also want to do a better job of integrating our measurement approaches across our portfolio. Someone who enjoys designing and communicating tools for our internal team to use, as well as supporting a variety of projects will enjoy this work.

6. **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.

7. **Embracing complexity and adaptation.** We work on a lot of projects that measure changes at the systems level. We love this work. To <u>do</u> this work well, you likely enjoy seeing the bigger picture of your work, thrive in complex environments, but also have the ability to quickly distill complexity into useful tools and systems that 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.

8. **Completing high quality work**. We believe in what we do. Our work and productivity reflect our passion. We want another team member to believe the same!
9. **Working in a fast-paced company**. 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.

Key Areas of Responsibility:

MEL Leadership:

- **Engagement leadership on MEL-focused projects**. On select projects, the MEL Advisor can be an Engagement Lead on MERL-focused engagements, which includes leading communication with the client, designing the workplan and resourcing allocation and being responsible for the research process from design to delivery.
- **Push forward innovative learning and evaluation work**, such as MSA's work on catalyzing private sector learning considering different ecosystems and conditions.
- **Develop and implement results framework and tools that support actionable insights** for projects in the private sector and market systems development space across geographies. This includes working directly with private sector actors to harvest and directly apply learning to improve decision-making and strategy. The MEL Advisor will be expected to systematically look for ways and opportunities for continuous innovation and improvement towards more appropriate, robust, credible and right-sized methods for different client engagements.
- **Build the evidence base on what works in systems-focused projects** through designing and implementing rigorous and right-sized evaluations in collaboration with in-country research firms and teams, and MSA technical team members, ensuring that MSA's quality standards are met across all stages.
- **Report writing.** The MEL Advisor will write reports that synthesize findings and present actionable recommendations to enable evidence-based decision-making in line with MSA's mission. They will integrate best in class learning and implementation knowledge into recommendations to improve uptake.
- **Thought leadership and learning products**. One of the MSA's main mandates is to cultivate a learning practice and excellence in evaluation and learning through leading on learning products, organizing learning convenings, and producing trainings and guides. The MEL Advisor will produce learning products for internal and external learning products and thought pieces that improve MSA's work and / or our clients, as well as more broadly in the field.
- **Effective organization and collaboration.** The MEL Advisor is expected to be able to prioritize, implement and deliver high-quality work within tight timelines with minimal supervision. They will also be expected to provide guidance and mentorship to other team members. They will need to effectively allocate their time across multiple engagements that they are involved in and collaborate extensively as this is one of our core values that drives our mission and growth.

Business Development:
- **Proposal Design and technical input.** The MEL Advisor will play a role in the growth of the MEL portfolio at MSA. They will serve as technical lead on proposals, helping to shape new initiatives as part of business development. They will represent MSA at external convenings and prospective client engagement.
- **Proposal recruitment coordination**. The MEL Advisor will coordinate recruitment of consultants or contractors as part of proposal development.

Requirements:

- **Bachelor's degree** in economics, international development, decision sciences, business, or a related field.
- At least **seven years** of significant experience designing and conducting qualitative and quantitative evaluation and learning studies, including multi-country, in an international development or consulting context.
- Expertise in MEL for **systems change**, with demonstrated experience in market systems development, private sector engagement, and economic empowerment.
- Experience working in **global roles** and supporting global technical teams and projects remotely.
- Experience developing and implementing measurement and learning plans, particularly to measure challenging concepts in practical ways and applying systems approaches.
- Excellent written and oral communication skills, including experience in writing reports, and presenting actionable recommendations in a concise way that maximizes uptake.
- 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:

- Masters's degree in economics, international development, decision sciences, business, or a related field.
- Experience with leading private foundations, or large funders specifically in learning initiatives and/or evaluations for market systems development, economic development, and/or private sector engagement projects.
- Experience with complex MERL activities, such as designing and implementing Monitoring and Evaluation Plans and Collaboration Learning and Adaptation plans is preferred.
- Experience working for a consulting firm and managing consulting projects.
- Proficiency in written and oral French.
- Experience working and living in developing countries.

Other information:

This is a part-time role that will be part of MSA's Research Team. The daily range for this position is $260-$380 USD for candidates based in Denver, CO. For candidates based in another state or outside the USA, MSA will consider rates aligned with the local and international consultant rate ranges. In Uganda for instance, the daily rate for this position is $160-$200 USD. 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:

Applications will be considered on a **rolling basis**, and interested candidates are encouraged to apply early. To apply, please email your CV, Cover Letter and Salary Expectation to **recruitment@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 learning and evaluation approaches?
2) List the three things, in order of impact, that you would bring to MSA to take us to the next level.
3) Which of our values most resonates with you, and why?
4) Where are you based? What is your location preference? Where are you legally authorized to work?
5) Where did you learn about this role?
6) Have you applied for a role previously at MSA? If so, which one?

If you don't meet every requirement, we still encourage you to apply. Research has found that certain groups, including women, LGBTQ+ and people of color, often feel they need to meet every qualification before applying. MSA is committed to fostering an inclusive, diverse, equitable, and welcoming environment, so if you're interested in this role, please apply—you might be the ideal candidate for this or another position with us.