



**Position Name:**

**Senior Market Systems Development Learning Manager  
Feed the Future Market Systems & Partnerships (MSP)**

**Who we are:**

MarketShare Associates (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 take a bespoke approach to every engagement, developing tailored and contextually rooted services for clients across our core service areas:

- RESEARCH – Market and Applied Research
- PERFORM – Strategic and Adaptive Management
- MEASURE – Results Measurement and Evaluation
- EMPOWER – Inclusive Business and Economic Empowerment.

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. We embrace our mistakes as means to improvement.

**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 team builds results measurement systems for development programs, social enterprises and impact investors; research power dynamics and their influence on market behaviors; train client teams 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.

## The project:

The Feed the Future Market Systems and Partnerships (MSP) Activity aims to advance learning and good practice on market systems development (MSD) and private sector engagement (PSE) within USAID, USAID implementing partners, and market actors by providing and improving upon the evidence, capacity, tools, technical assistance, and/or services required to design, implement, monitor, and/or evaluate activities. MSP is a DC-based project that support USAID in bringing about a major cultural transformation by integrating PSE across all activities, while at the same time deepening MSD and facilitative approaches across the Feed the Future program cycle. MSP will ultimately result in improved effectiveness of Feed the Future and USAID programs to bring about sustained development outcomes at scale in agriculture-led economic growth, improved food security and nutrition, and strengthened resilience. MSP will achieve this goal by facilitating transformative private sector partnerships; supporting USAID in the design, implementation, monitoring, and evaluation of MSD and PSE activities; advancing learning on PSE and MSD; and, building capacity of USAID and implementers to design, implement, monitor, evaluate, and learn from MSD and PSE activities. MSP activities include direct implementation activities, which are mostly focused on facilitating private sector partnerships through the MSP grants fund, as well as activities specifically focused on advancing learning through research, tool development and guidance.

MSP will advance learning and the adoption of good practice in PSE and MSD and learning will drive all project activities. MSP learning will test and measure changes to the underlying assumptions of the MSD and PSE approaches, build the evidence base for these approaches, and enable the application of these approaches through the development of practical tools and guidance. The MSP team has co-created a living Learning Agenda with key stakeholders that sets learning priorities for MSP activities.

## The position:

The Senior MSD Learning Manager (SLM) will require technical strength in market systems development along with research methods, M&E, and/or Collaborating, Learning and Adapting (CLA). Under the direction of the COP, the SLM will utilize their professional working knowledge in MSD to develop and oversee learning activities, capture learning across all activities, and manage the ongoing adaptation and implementation of the MSP Learning Agenda. In addition, the SLM will oversee M&E/CLA and communications and reporting for the MSP Activity through supervision of a Monitoring, Evaluation, and Learning (MEL) Manager and a Communications Manager, ensuring integration of MSP learning into these key modes for knowledge collection and dissemination. The SLM will support the COP in building a culture of learning within the MSP project team to continually develop and strengthen learning and impact.

## Responsibilities:

Under the direction of the COP, the SLM responsibilities will focus on integrating and capturing learning across MSP activities, and oversight of the M&E and communications and reporting functions of the project, with a greater emphasis on the learning activities. The SLM will support learning capture, learning dissemination, and evidence-based decision-making for program design and implementation. More specifically, the role will include:

### Technical MSD Activities

- Contribute to and at times lead research and tool development for MSD learning activities culminating in the production of learning products such as research papers, learning briefs, fact sheets, success stories and case studies (e.g. the MSD tool stocktaking exercise).
- Work with the COP to identify strategic MSD learning priorities and provide MSD insight to MSP staff.
- Support other team members in applying a systems lens to USAID private sector engagements.
- Participate in regular project management and planning meetings and provide analytical feedback and support to inform technical decisions.

### Learning Activities

- Lead learning capture and the development and implementation of strategies to disseminate MSP learning and uptake of the learning knowledge generated across multiple stakeholders.
- Lead in the identification, analysis, distillation, and synthesis of knowledge and lessons learned from program implementation.
- Contribute to internal MSP learning mechanisms and foster learning culture for the team.
- Working closely with the COP, Senior Private Sector Engagement Advisor, and Engagement Managers, develop and oversee learning strategies and activities to advance and capture learning aligned with the MSP Learning Agenda on specific MSP buy-in implementation activities including private sector engagement-related activities.
- Oversee the ongoing adaptation and management of the MSP Learning Agenda, including ongoing socialization of the learning agenda with key stakeholders; regular adaptation of the Learning Agenda based on learning from completed activities and feedback; and capturing learning pathway stories of how the Learning Agenda evolves over time.
- Drive collaboration on the Learning Agenda with MSP stakeholders including existing research and learning, not only within USAID, but also with SDC and DFID.

### CLA and MEL

- Supervise the MEL Manager who will be responsible for MEL data capture, MEL reporting, and implementation of the MEL Plan and Quality Assurance Surveillance Plan (QASP), ensuring high-quality and timely delivery.
- Directly oversee the implementation of the MSP CLA plan, developing and facilitating CLA strategies and activities including those in the Plan with the MSP Activity team, USAID and implementing partners, and market actors.

- With the COP and other MSP colleagues, facilitate incorporation of lessons learned into the MSP activity cycle.

### **Communications & Reporting**

- Supervise the Communications Manager who will be responsible for internal and external communications; these will include developing and implementing strategies for internal learning and communications; website and social media management; MSP presence at relevant conferences and other external venues; and timely completion of MSP reporting requirements to USAID, DAI, and buy-in clients, including semi-annual reports, success stories, and buy-in PSE partnership reporting – ensuring high-quality and timely delivery.
- Oversee STTA that will develop a Stakeholder Analysis and Communication Strategy that will identify key partners among MSP stakeholders, determine these stakeholders’ existing strategies to collaborate, learn, and adapt, and provide recommendations for MSP learning and communications activities to build on our stakeholders’ existing learning systems; oversee the Communications Manager in the implementation of these recommendations.
- Lead the capacity building development of MSP staff in communications and reporting.

### **Required qualifications:**

- Ten to twelve years of prior work experience in international development including either: a) Bachelor’s degree in development, economics or related field of study with at least six years of prior work experience in market systems development implementation and MEL or field research; OR b) Master’s degree with at least four years of years of prior work experience in market systems development implementation and MEL or field research.
- Demonstrated experience in market systems development, Making Markets Work for the Poor (M4P), or applied systems analysis and systems thinking.
- Demonstrated experience coordinating with clients and stakeholders for donor funded projects, with specific emphasis placed on learning.
- Excellent writing and communication skills and attention to detail.
- Demonstrated experience managing a team of at least two full-time staff, proven leadership for driving a culture of learning and building cohesion within and across teams to meet shared and defined objectives.

### **Preferred qualifications:**

- Prior experience with USAID MSD programming.
- Experience in performing research in a development setting.
- Experience with USAID CLA work and USAID or Feed the Future MEL.
- Exposure to USAID-funded private sector engage initiatives.
- Knowledge of communications and how to manage a communications strategy and plan.

## Other Information:

This is a salaried, full time position reporting to the project Chief of Party. The role is based in Washington DC. The salary band for this role is \$95,000 – 119,900 USD. Increases to salary band will be considered for the right candidate. 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 **December 14<sup>th</sup>, 2020, 11:59 ET.**

To apply, please send your current CV to [opportunities@marketshareassociates.com](mailto:opportunities@marketshareassociates.com), indicating the position title “Senior MSD Learning Manager” in the subject line.

Please also include a cover letter (maximum one page) answering the following questions:

- 1) How is this position a fit for you?
- 2) List the five 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 are 4 words your friends would use to describe you?
- 5) Please provide us with an explicit range indicating your specific salary expectation.
- 6) Where are you authorized to work?
- 7) Please let us know where you found out about this position.