



Position Name:

Senior Business Development Manager and Technical Advisor, Inclusive Markets

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 position that will report to the Chief Growth Officer. The role is 60% focused on business development and 40% focused on technical implementation and other internal tasks.

MSA will also consider a part-time role for this position for the right person. This would look like a proportional reduction across tasks. Meaning if the person worked 80% time, they would still spend 60% on BD and 40% on technical.

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

Our work:

MSA seeks a driven professional with strong economic development, private sector development, or market systems experience to join the team in the position of Senior Business Development Manager and Technical Advisor, Inclusive Markets.

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 will require in-depth knowledge of inclusive market systems and development practices, promoting thought leadership around inclusive market practices in economic development, private sector engagement and/or market systems development, and managing high level clients. The position will split its time between exciting BD work and technical implementation. 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.

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

We are looking for someone who finds fulfillment in:

- 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.
- **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.
- **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:

- 6-10+ 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 recruitment, partnering/subcontracting management, 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 possibly Washington DC for the right person. Outside of COVID times, the position requires approximately 20-25% travel.

The salary range for this position is: \$70,000 - \$95,000 USD 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 and location.

Application Details:

Deadline to apply is **July 18, 2022**. Applications will be considered on a rolling basis. To apply, please submit your current CV, indicating the position title "Senior BD Manager and Technical Advisor, Inclusive Markets" 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 hours would you be available to work relative to Colorado's time zone?

Applications that do not precisely follow the above requests will not be considered.

Key Tasks:

Business development (60%)

Strategic direction and mentoring

- Supporting the development of MSA's BD strategy development working closely with the Principals as well as the Pipeline Committee.
- Overseeing the BD team including a BD Associate and BD Assistant, as well as technical inputs on new business from the rest of the technical team
- Gathering and communicating market intelligence to guide MSA's BD direction and prioritization of new markets and clients to ensure growth including research and analyses of market intelligence on client strategies, priorities, stakeholders and beneficiaries. Ensures that there is a database of potential donors/customers, partners and competitors with updated information.
- Supporting the facilitation of annual setting of BD targets.
- Developing and provides training to all team members on how to employ new business practices, capture planning and capture implementation.
- Ensuring BD requirements and roles are completely clear to all team members.
- Ensuring that other MSA team members have the capacity to implement all key BD functions.
- Building the capacity of the BD Assistant to provide efficient administrative support to key BD functions.

Partnership building and capture planning

Coordinate MSA's partnerships and capture process, including:

- 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.
- Leading on partner negotiations (i.e. PTA, TA, etc.), reviews.
- Revamping/developing and managing a capture system that documents research for capture, including analyzing competition and potential partners, background information on the client and current implementation efforts, country context, and relevant on-the-ground knowledge.
- Organizing and participating in capture partnership building including outreach to new partners, especially small businesses and local partners.

Lead proposal development on behalf of MSA

- Lead MSA's proposal development processes, including oversight and coordination of the preparation of partnership development, concept notes, expressions of interest and proposals. Work collaboratively with Principals, Technical Leads, Finance, Operations and BD Associate and Assistants to ensure MSA produces high quality proposals on time.

Support the efficiency of MSA's BD function.

- Lead on operationalizing business development structures and processes to ensure effective systems and engagement from clients and the team.
- Support the development and adaptation of appropriate tools and systems to support the work of business development and in building/reviewing structures, processes, and best practices including supporting the development of a market intelligence system; and a process to receive feedback from clients and partners.

Technical implementation (40%)

- 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