

WEConnect INTERNATIONAL



About us: WEConnect International, a member-led global non-profit, helps women-owned businesses access and succeed in global value chains. WEConnect International has, since 2009, provided business education, certification, and business connections to companies based outside the United States that are at least 51 percent owned, managed, and controlled by one or more women. WEConnect International corporate members represent over \$1 trillion in annual purchasing power and are true pioneers in inclusive sourcing and global supplier development.
www.WEConnectInternational.org

Scope of Work

The contractor will devote its best efforts in a professional manner to conduct activities in accordance with WEConnect International standards and procedures, and contribute to performance monitoring and evaluation by performing the following functions:

Roles

The Contractor will serve as the market lead for a market region (several European Markets e.g. Benelux/UK/Germany or Spain/France/Italy). A market lead is expected to represent and advance WEConnect International's presence in a market(s)/region and act as the liaison with women-owned businesses and key stakeholders such as members, local corporations, business support organizations, government agencies and other organizations, groups, or individuals, to promote and enable more business opportunities for women-owned companies.

To achieve the purpose of this role, a market lead is expected to fulfill the following activities:

1. Design and Planning

a. Strategic Planning

- Work with WEConnect International to design a strategy for its growth in the market(s)/region in line with WEConnect International's Global Strategy

b. **Work Plan and Budget**

- Work with WEConnect International to develop a work plan and budget that detail activities and related expected outputs and outcomes, including but not limited to marketing and communications, business development, enabling connections, strengthening women-owned businesses' capacity, and M&E and reporting

2. Marketing and Communications

a. **Specific activities**

- Design and Implement a local Marketing Plan
- Design and lead marketing campaigns, in collaboration with any regional or global resources WEConnect International provides
- Draft and implement an editorial calendar and align with Global Digital Marketing Strategy to increase awareness in market(s)/region social media channels and drive women-owned businesses through the purchase funnel – registrations and certifications (awareness, consideration, trial, purchase, repeat and loyalty)
- Provide communications inputs when requested by head office
- Coordinate with communications team on all branding requirements and messaging, including tailored marketing materials to reach Country-level buyers and women suppliers (all materials subject to WEConnect International approval and must follow logo guidelines)

3. Women-Owned Business Outreach

a. **Women-Owned Businesses Relationships**

- Develop and implement campaigns and other activities that encourage qualified potential women-owned businesses to register and increase registrations on WECommunity, finding ways to make the process more efficient and time and labor saving
- Develop campaigns and other activities that encourage qualified businesses to certify and renew their certifications as a women's business enterprise
- Work in collaboration with head office's Certification and Customer Service teams and assessor(s) to support the certification application process, if required

b. **Member Buyers Relationship**

- Lead the local engagement of WEConnect International's member buyers and manage the relationships with existing member buyers by understanding their supplier diversity and inclusion goals, strategies and procurement processes to help support them accordingly
- Run Advisory Councils and Member Meetings at a schedule agreed to with WEConnect International
- Recruit and retain local member buyers—from identifying potential members to closing the deal based on the membership benefits offer

4. Lead Generation

- Work in collaboration with the Business Development Team—from lead generation, to proposal development, to award
- Report “qualified leads” from members, partners, and other funders—a “qualified lead” is a representative of a funder who fulfills the following criteria: a) is a decision maker; b) has expressed interest in the funding opportunity; and c) has control of a budget
- Follow the business development policies and processes, including the capabilities matrix, set out and updated from time to time by WEConnect International

5. Enabling connections

- In collaboration with the Certification and Customer Service Teams, support the successful adoption of the new database, WECommunity, by legacy suppliers, newly registered women-owned businesses, certified women-owned businesses, and members. Successful adoption includes supplier account activation, updating and keeping business profiles current, sharing RFPs on WECommunity, and searches for women-owned businesses
- Facilitate communication between WBEs and members that will foster market access opportunities and lead to contract/success stories.
- Engage members to increase spend with women-owned businesses, such as regular follow up with members, requesting them to share RFP opportunities on WECommunity, to use their Meet the Member membership benefits annually in the market, and to report to us contracts/success stories with women-owned businesses in the WEConnect International network
- Design and lead events that promote connections between member buyers and women-owned businesses—there are two types of events: a) events that are included in the member’s benefits, such as meet the member events; and b) events that are contingent on successful fundraising, such as conferences and forums
- All events must have a budget, workplan, clearly defined roles and responsibilities and be approved by WEConnect International in advance

6. Building Capacity of Women-Owned Businesses

- Identify training opportunities for women-owned businesses
- Design and lead training and knowledge sharing events that provide value addition and build capacity according to WEConnect International training evaluation framework for WBEs, including lighter, short training (e.g. webinars) that are part of certification benefits. All such events must be approved in advance in the work plan.
- Contractor may also be requested to design, lead and/or support more in-depth core training as per the capabilities matrix, contingent on successful fundraising and confirmed projects (see above).

7. M&E – Reporting and Knowledge Management

- Submit a complete monthly activities report on or before the first day of each month for the previous month using the template provided with the monthly invoice and be prepared to update WEConnect International on key priorities in the interim when requested
- Participate in monthly global team calls
- Report progress on Work Plan on a quarterly basis
- Participate in a mid-year review to assess progress against work plan deliverables and overall performance, as well as partner and member feedback
- Submit testimonials, success stories, and similar materials, whether in writing or video, to WEConnect International to demonstrate impact
- Provide WEConnect International with additional information it may reasonably request concerning performance of WEConnect International-related work
- Allow and assist WEConnect International, if required, to inspect any accounts, records and other documents relating to the submission of proposals and contract performance, and to have them audited as may be required by funding sources

Contractor must adhere to all WEConnect International policies that are applicable to contractors. Policies will be provided in writing.

Key Deliverables

- Increase number of women-owned businesses in WEConnect International network
- Increase number of member buyers in key sectors
- Increase stakeholder supplier support for women's economic empowerment

HANDS-ON SKILLS & EXPERIENCE

- Skilled at managing social media campaigns
- Excellent written communication, presentation, and digital skills
- Excellent IT skills – especially the Microsoft Office suite
- Experience in events and communications management
- Ability to travel as needed (when COVID restrictions allow)
- Entrepreneurial experience preferred
- Experience running projects in a member-based organisation

ADDITIONAL QUALITIES

- Detail oriented
- Ability to work independently
- Thrives in a fast-paced environment
- Strong relationship building capability
- Consistent Analytical mindset

- Solutions focused problem solver
- Self-starter who achieves goals independently
- Ability to manage multiple priorities

Organization Information: WEConnect International, a member-led global non-profit, helps build sustainable communities by empowering women business owners to succeed in local and global markets—www.WEConnectInternational.org

How to Apply: Please submit resume with cover letter in English to jobs@weconnectinternational.org Please note that documents need to be received in PDF form.

Use subject line: EU Market Lead_ YOUR NAME

No phone calls, please. We regret that we are unable to respond to individual inquiries about the position. WEConnect International is an Equal Opportunity Employer