

# 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](http://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 Greater China. 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, including the need to follow all local government laws, rules and regulations

#### **b. Work Plan**

- Work with WEConnect International to develop a work plan that details activities and related expected outputs and outcomes in the target market in line with all local government laws, rules and regulations

## **2. Stakeholder Support**

- Conduct research to ensure all stakeholder support is in line with local government laws, rules and regulations
- Work in collaboration with head office's Certification and Customer Service teams and assessor(s) to support the certification application process
- 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

## **4. 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

## **5. 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.

## **6. 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.

### Deliverables

<b>Goal 1</b>	<b>Increase Growth Capacity of Women Business Owners</b>	
<b>Outcome</b>	<b>Increase number of women-owned businesses in WEConnect International network</b>	<b>Promote knowledge sharing and develop the business growth capacity of women suppliers</b>
Output	300 certifications in Greater China Achieve certification renewal rate of 80%	Conduct/support quarterly training events for women-owned businesses, this includes WEConnect Academy courses
Means of Verification	Impact Tracking Report	Training activity report

<b>Goal 2</b>	<b>Increase Spend with Women Suppliers</b>	
<b>Outcome</b>	<b>Increase number of member buyers in key sectors</b>	<b>Increase number of matches between buyers and suppliers</b>
Output	At least 3 member(s) joining WEConnect International net of losses because of their focus on Greater China	50 reported matches (business deals between WBEs and Member Buyers) – reported spend
Means of Verification	Impact Tracking Report Salesforce	Quarterly Regional Survey

### **Key Deliverables**

- Ensure organization understands and follows all relevant local government laws, rules and regulations
- 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**

- Must be able to read, write and speak Mandarin and English
- Understands and can track changes to relevant local government laws, rules and regulations
- Excellent written communication, presentation, and digital skills
- Excellent IT skills – especially the Microsoft Office suite
- Experience in events and communications management
- Experience running projects in a member-based organization

### **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](http://www.WEConnectInternational.org)

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

**Use subject line:** CHINA 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