

# 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 Japan. 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. Outreach**

- a. **Women-Owned Businesses Relationships**

- 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**

- Understand member buyers' procurement processes and engage them accordingly in strategic activities and events in the region to enhance the business opportunities with women-owned businesses
- Recognize strategic needs but able to develop into functional execution plans and goals
- Support the implementation of member buyer-led projects in the region
- Work with member buyers to develop strategies that support them in buying more from women-owned businesses and offering WEConnect International's set of tools to enhance business connections, including training to procurement officials on Supplier Diversity and Inclusion
- Conduct stakeholder research, outreach, and build relationships and partnerships to identify grants available in the region and/or opportunities for additional funded projects
- Support outreach and communication engagement
- Maintain a high level of knowledge and understanding of the issues relevant to women as business owners, issues impacting global value chains, and best practices in supply chain development and opportunities
- Provide timely support to the global team to further member engagement, including evaluation and report generation
- Highly disciplined with detail orientation

**2. Lead Generation**

- Work closely with the Regional Director for Southeast Asia and Oceania and the Vice President of Member Development in efforts focused on engaging member buyers, establishing business connections and positioning WEConnect International's brand among private and public stakeholders in the region
- Act as the lead in the engagement and expansion of WEConnect International's member buyers' presence in Japan

- Develop fundraising strategy for all regional events and work in close collaboration with WEConnect International's Business Development team and Regional Director to execute a business development strategy
- Develop leads for global business development team by identifying new potential member buyers and conveying key messages and information to raise their interest in becoming members of WEConnect International
- Develop pipeline by conveying key messages and information to raise their interest in becoming members of WEConnect International and close local/regional members

### **3. 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

### **4. 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**

- Must be able to read, write and speak Japanese and English. Ability to speak Korean is a bonus.
- 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)
- 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](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:** JAPAN 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