European Growth and Engagement Manager (Contractor)

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

Location: Remote

Language requirements: English & European language preferred (German, Spanish, Dutch or French)

Scope of Work

Role: The Contractor will serve as the growth and engagement manager for Europe. The candidate 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 fulfil the following activities:

1. Design and Planning

a. Strategic Planning:

   • Work with Regional Director to implement the strategy for its growth in the market(s)/region in line with WEConnect International’s Global Strategy

2. Marketing and Communications

a. Specific activities:

   • Implement a local Marketing Plan, in collaboration with any regional or global resources WEConnect International provides
   • Own the event execution in the region and sponsorships for regional and global events, including meet-the-member events in coordination with Business Connections Manager
   • 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, renewal and loyalty)
   • Drive European success stories and opportunities for thought-leadership, raising awareness, outreach and engagement
   • Coordinate with communications team on all branding requirements and messaging, including tailored marketing materials to reach Country-level buyers and women suppliers
3. Women-Owned Business Outreach

a. Women-Owned Businesses Relationships:

- Implement campaigns and other activities that encourage qualified potential women-owned businesses to register and increase registrations on WECommunity, identify ways to make the process more efficient and time/labour saving
- Establish regional strategic alliances to grow our WOB and WBE network
- Implement 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
- Lead efforts for the certified women annual renewals in Europe
- Working with WBEs to ensure their profile is up to date on WECommunity
- Run WBE Huddles
- Assist WBEs with their capability statement and create WBE highlights
- Act as the European POC for WBE Support – facilitating events, capacity building and strategic alliances

4. Lead Generation for potential sponsorship or new member buyer

- Report to Regional Director any “qualified leads” from WOBs, WBEs, members, partners, and other funders—a “qualified lead” is a representative of a funder who fulfils the following criteria: a) is a decision maker; b) has expressed interest in the funding opportunity; and c) has control of a budget

5. Enabling connections

- Identify issues and opportunities with WECommunity and coordinate internally
- Facilitate communication between WBEs and members that will foster market access opportunities and lead to contract/success stories.
- Identify local strategic organisations to collaborate with to expand our reach and WOB/WBE database

6. Building Capacity of Women-Owned Businesses

- Identify training opportunities for women-owned businesses
- Lead training and knowledge sharing events that provide value addition and build capacity according to WEConnet 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.

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
• 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
• Provide WEConnect International with additional information it may reasonably request concerning performance of WEConnect International related work
• Allow and assist WEConnect International 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 across Europe
• Develop the strategic alliances in Europe
• Maintain a healthy renewal rate of WBES in Europe
• Increase number of business matches between corporate buyers and women owned businesses

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Hands-on Skills and Experience
• Highly organized to manage multiple demands and ability to prioritize those demands in line with WEConnect International annual plans and 5-year strategy
• Personally driven to succeed and drive for continuous improvement
• Adept and skilled at developing long term relationships and managing competing priorities or objectives with large corporations or other influential member buyers
• Courage of conviction to drive change and represent local needs while balancing global priorities
• Able to effectively generate content relevant for local social media and have knowledge of social media best practices
• Excellent written communication, presentation, and digital skills
• Proficient in Microsoft Office, social media platforms and analytics associate with those platforms in order to do local impact reporting
• Experience in event planning and management a plus
• Ability to travel as needed (when COVID restrictions allow)
• Entrepreneurial experience preferred

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

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

**Use Subject Line:** European Growth and Engagement Manager _YOUR NAME

**For a Complete Description of the Role Click Here:**

[Click Here for Complete Description for Contract European Growth and Engagement Manager]

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