Job Title: Director for Women Owned Business (WOB) Engagement
Department: Strategy and Marketing
Location: Virtual
Supervisor: Chief Strategy and Marketing Officer

Organizational Information

WEConnect International, a corporate-led global non-profit, helps build sustainable communities by empowering women business owners to succeed in local and global markets. WEConnect International has since 2009 provided business education, certification, and business connections to businesses 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

Core Values and Culture

As we continue to grow our impact, WEConnect International will attract and hold accountable members, partners, staff, and stakeholders based on these core values, which help to define our culture, brand, and operational strategies.

- Embrace Diversity and Inclusion to Unleash Potential
- Demonstrate Passion for Women's Economic Empowerment
- Make a Positive Difference in the World
- Deliver Stakeholder Value
- Exemplify Integrity in Everything We Do
- Pursue Teamwork with a Shared Vision and Purpose

Summary

The Director for Women Owned Business (WOB) Engagement is responsible for leading strategy and initiatives for WOB growth across the organization. The Director will coordinate with other parts of the organization, including marketing, communications, training, projects, fundraising, international team members, and member supplier development. This role is responsible for the development of strategic alliances with likeminded organizations, corporations, and multinational / government programs across the globe, creating synergy with programming to multiply our reach to WOBs. The Director will have direct oversight for the following areas within the organization: Certification Fulfilment Center, Customer Service Center, and the organization’s proprietary network resource, WECommunity. The successful incumbent will prioritize goals, develop, and implement metrics to produce tangible results. The leader will identify new opportunities and innovative ways to create solutions to grow and engage WOBs and will serve as Project Manager on highly visible, keystone programs. The Director will provide project status updates as requested by internal and external clients. This position reports to the Chief Strategy and Marketing Officer.
Main Responsibilities

• Develops strategy and initiatives for WOB growth in Registrations and Certifications in the organization’s proprietary network resource, WECommunity, setting goals and metrics, and holding team responsible for results.
• Ability to deliver sustainable results across a Matrixed Organization.
• Designs, develops and implements multi-media outreach campaigns to attract WOBs in coordination with Marketing and Communication team.
• Develops strategic alliances and actively engages in public thought leadership.
• Supports the Board of Directors’ Certification committee.
• Supports the Connections Manager in developing programming to increase the number of successful connections between WOBs and Member Buyers and continuously improve procurement opportunities and Member Buyer spend.
• Oversees the Technology Analyst for the organization’s proprietary network resource, WECommunity. The Technology Analyst is responsible for technical functions, producing reports and overseeing the contractor relationship with SAP Arriba.
• Oversees the Certification Fulfilment Center that is responsible for WOB Certification standardization and compliance efforts. This includes the oversight of approvals, denials and disputes. The Certification Center is responsible for hiring, training, assigning, and managing over 30 Certification Assessors across the globe. The Center also supports Regional Market Leads in certifying WOBs and the Member Buyer Certification committee.
• Oversees the WOB Customer Service Center that is responsible for ensuring a greater experience for WOB and Member Buyer interaction with WECommunity. The Center provides support to the Certification Fulfilment Center, Regional Directors, Market Leads, Connections Manager, and Director of Member Engagement. Manages and trains the outsourced Customer Service Concierge to be identified through an RFP.
• Identifies capacity building needs of WOBs and works with Global Training Director, Director of Member Development and Project team to ensure relevant and innovative training is created and implemented to foster successful connections with Member Buyers.

Project Management

• Develops full scale project plans, including project tasks and resource requirements
• Facilitates the definition of project scope, goals, and deliverables
• Manages project budgets, timelines, and deliverables
• Conducts project assessments and evaluations to measure impact
• Prepare quarterly and annual project donor status reports

Qualifications  To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience  Bachelor’s Degree in either International Affairs, Development, Entrepreneurship, Business, or Women’s Studies; Master’s Degree preferred. A minimum five years of managing a culturally diverse team and successfully leading the implementation of initiatives in a matrixed organization. Minimum two years of experience working with women’s economic empowerment initiatives.
Management and Leadership Innovative, Strategic thinking, mentoring, accountability, financial management, problem solving/analysis, customer/client focus, organizational skills, teamwork orientation, inclusive and empathetic leadership, written and oral communication skills. An entrepreneurial mind-set.

Reasoning Ability Demonstrated effectiveness with interpersonal relationships, negotiation, and conflict resolution. Acts with integrity and maintains confidentiality in a professional manner. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.

Computer Skills Microsoft 365, SharePoint, Hubspot, Adobe and Canva. Familiarity in working in a PC/Laptop environment with Dell equipment.

Project Management Skills Advanced project management skills including the ability to work on multiple complex projects, simultaneously.

Physical Demands The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit. The employee is frequently required to use hands to finger, handle, or feel. The employee is occasionally required to stand; walk; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

Click Here to Apply for the Director for Women Owned Business Engagement:

Director for Women Owned Business Engagement

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. All aspects of employment will be based on merit, competence, performance, and business needs. We do not discriminate based on race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under federal, state, or local law.