



## **Job Description**

**Job Title:** Market Lead Contractor

**Location:** South Africa

**Reports to:** Regional Director for Africa

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## **Organization Information**

WEConnect International, a corporate-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 \$3 trillion in annual purchasing power and are true pioneers in inclusive sourcing and global supplier development. [www.WEConnectInternational.org](http://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
- Embrace Openness, Trust and Candid Communication

## **Job Overview**

A market lead is expected to represent and advance WEConnect International's presence in a market(s) 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 businesses.

To achieve the purpose of this role, a market lead is expected to fulfill the following functions which will lead to the results in the deliverables section.

### **Job Responsibilities**

- Provide WEConnect International with local knowledge to assist in the design of a growth plan for impact in the region in line with WEConnect International's Global Strategy
- Develop a detailed work plan and budget that detail activities and related expected outputs and outcomes.
- Submit activity/outcomes report each month with the monthly invoice using the template provided by WEConnect International.

### **Growing The Network**

- Provide and implement a communications and marketing plan for the market in collaboration with WEConnect International; abide by WEConnect International Brand Guidelines and Social Media Guidelines.
- Develop and implement campaigns and other activities that encourage qualified potential WOBs in the market to Register, Certify and Renew on WECommunity.
- Work in collaboration with the Certification and customer service teams, and assessor(s) to support the certification and renewal application process.
- Provide enabling support to WOBs that are Registered and Certified, to successfully activate their supplier accounts on WECommunity, as well as implement best practices for current and compelling profiles.
- With the Regional Director, manage the relationships with existing Member Buyers by identifying their supplier diversity and inclusion needs in the market and, being familiar with their procurement processes. Co-lead, with Regional Director, Advisory Councils and Member Meetings.
- Work with Regional Director to generate qualified leads of local and regional members.
- Work with Regional Director to identify new funding opportunities and support the development of proposals.
- Support the development and stewardship of strategic partnerships for fundraising opportunities. to set up co-sponsored outreach, training, and business connection events.

## **Events & Projects**

- Create opportunities for Member Buyers and WBEs, and between WOBs in the network, to promote business matches/spend and foster opportunities that lead to contracts/success stories. This includes, but is not limited to sharing RFPs on WECommunity, and organizing, networking, business connections events.
- Organize and conduct capacity building and training sessions for WOBs, WBEs and Member Buyers, and administer evaluation forms and surveys as directed by WEConnect International.
- Support the Regional Conference, with event management, proposing speakers & partners, recruiting potential Members Buyers, recruiting WOBs, upselling Certification, and making business connections.
- Support, as requested, the implementation of Special Projects from grants to WEConnect International with the goal of increasing the market deliverables.

## **Administration & Policies**

- Use SharePoint as the primary means of saving, storing, sharing, and collaborating on documents and all work products for WEConnect International.
- 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.

## **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; Ability to design and work within allotted budgets; Patience and communication skills to be able to address concerns and questions of various stakeholders

## **Computer Skills**

Microsoft 365, SharePoint, ability to work with PC/Laptop in a Dell based environment, knowledge of Salesforce software. Ability to utilize internet for research and data needs.

## **Additional Skills**

Comfortable in a fast-paced environment. Ability to work alone, as a part of a team, and to set and meet targets independently and to manage and deliver projects to timelines. A 'self-starter' with excellent motivational skills, enthusiasm, vision and a willingness to think big and encourage the team to develop approaches to overcome challenges. Sound judgment and good political skills and a flexible approach to work.

## **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.

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.*

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