



Job Title: Women-Owned Business Development Contractor

Location: India

Work Mode: Remote

Expected Start: Immediate

Apply before: 15th January 2024

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 \$3 trillion in annual purchasing power and are true pioneers in inclusive sourcing and global supplier development.

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 **Women-Owned Business Development Manager for India**. The Contractor- Women-Owned Business Development is expected to represent WEConnect International's presence in a predefined market and act as the liaison with women-owned businesses and key stakeholders such as, 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 **Women-Owned Business Development Manager** is expected to fulfill the following activities:

1. Marketing and Communications

a. Specific activities

- Contribute for design and implement a local Marketing Plan for reaching women-owned businesses (WOBs)

- Design and co-lead marketing campaigns to reach WOBs, in collaboration with any regional or global resources WEConnect International provides to promote women-owned certification in India

2. Women-Owned Business Certification conversions

a. Women-Owned Businesses Relationships

- Develop and implement campaigns and other activities that encourage qualified potential women-owned businesses to register and increase registrations on WECommunity, finding ways to make the process more efficient and time and labor saving
- 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 Certification and Customer Service teams and assessor(s) to support the certification application process, if required

b. Stakeholders Relationship

- Identify and engage with women-owned business associations and women chambers to create awareness of WEConnect International services and support registration and certification

3. Enabling connections

- In collaboration with the Certification and Customer Service Teams, support the successful adoption of WECommunity, registered and 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 certified suppliers and members that will foster market access opportunities and lead to contracts/success stories

4. Building Capacity of Women-Owned Businesses

- Identify training opportunities for women-owned businesses relevant to the market
- Contractor may also be requested to support more in-depth core training as per the capabilities matrix, contingent on successful fundraising and confirmed projects as needed

5. M&E – Reporting and Knowledge Management

- Submit 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

- Encourage submission of 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 Women-owned certification leads in the pipeline
- Provide list of 100 qualified B2B leads per month.
- Assist in identifying and delivering training for WOBs
- Follow-up with WOBs for measuring the impact of business connections and trainings in the market

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

- Fluent in English and at least one other official local language if not English only
- 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

How to Apply: Click [[HERE](#)] to apply.

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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