

Practical **ACTION**

Role Profile

Markets & Partnerships Lead -WEST AFRICA



ABOUT US

We are an international development organization putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world's toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting, and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We're a global change-making group. The group consists of a UK registered charity with community projects in Africa, Asia and Latin America, an independent development publishing company and a technical consulting service. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR VISION

Practical Action's vision is of a world that works better for everyone.

OUR AIMS

We help people find solutions to some of the world's toughest problems, made worse by catastrophic climate change and persistent gender inequality. Our aims are to:

- Make agriculture work better for smallholder farmers, many of them women, so they can adapt to climate change and achieve a good standard of living.
- Help more people harness the transformational effects of clean affordable energy and reduce avoidable deaths caused by smoke from indoor stoves and fires.
- Make cities in poorer countries cleaner, healthier places to live and work.
- Build disaster resilience into the lives of people threatened by hazards – reducing the risk of hazards and minimizing their impact on lives and livelihoods.

PRACTICAL ACTION IN WEST AFRICA

Our West Africa regional office, based in Dakar, Senegal, since 2014, has a wealth of experience in providing independent technical advisory to change makers, including governments, NGOs, donors, and the private sector. Our footprint includes signature pieces in Benin, Mali, Togo, Burkina Faso and Senegal focused on the sectors of agriculture, energy access and climate information services.

In 2020, we began conceptualising and implementing transformative programmes in Senegal, Mali, and Burkina Faso, leveraging our extensive experience in energy, climate change, sustainable energy-agriculture nexus, and disaster risk reduction.

ABOUT THE ROLE

Markets & Partnership Lead postholder will be working with West Africa Regional Director in making sure West Africa Strategy is on track, Business Development or Partnership is kept live and vibrant.

The role requires an all-rounded dependable, energetic, and highly skilled team member with a research and business development background in climate resilience and energy access in rural areas who is ready to take on the following responsibilities:

- Coordinating the design, implementation, and evaluation of programming in the region and share knowledge of what we do, professional experience and networks to enhance programmes and activities.
- Coordinate engagements between Country and Global Offices on mainstreaming climate and gender transformation in program design and implementation.
- Take a lead in climate change advocacy either directly or through strategic partnerships with a focus on enhancing vulnerable communities to be resilient to climate hazards.
- The role supports MEL and Communications teams and coordinates engagement on learning internally and external influencing.
- Identifies and supports market linkages and collaborations with the private sector and other ecosystem enablers to amplify our work and build sustainable solutions Support West Africa Regional Director in pursuing business opportunities and lead in all relevant influencing spaces to enhance our visibility and positioning.
- Deliver effective communications, presentations, writing winning proposals and take donors forward.
- Develop powerful concept notes and leading our business development network to build skills, capabilities and improve our overall fundraising performance.
- Tracking, identifying, and pursuing strategic opportunities and building/strengthening our relationships with key donors.

Job Profile Details

Job Title	Markets & Partnership Lead, West Africa
Reporting to	Regional Director, West Africa
Direct reports	N/A
Location	Dakar in Senegal or Ouagadougou in Burkina
Duration	1 year renewable subject to availability of funds

Key working relationships:

- Supervised by the Regional Director, West Africa. The postholder will support in developing and maintaining a network of partner organizations, to support business development and delivery of secured opportunities.
- The postholder holder will be working closely with Thematic Leads on Energy

and Climate Resilience as well Communications.

- Supervise mid-level staff and manage external consultants in delivery of assignments.
- Partnership with Global and Regional colleagues on advocacy, influencing and business development, collaborating and delivering as One Practical Action.

FUNCTION & ACCOUNTABILITIES:

Strategic alignment

- Understand Practical Action's change ambitions including the Climate Resilience, Agriculture and Energy in each country and region and support in the development of plans for effective and quality delivery of work.
- Have capacity to analyze and integrate the cultural, political and economic factors for the office - using a system thinking approach.
- Represent Practical Action at international meetings and events, particularly those which will support PA's influencing strategy, raise PA's profile, and generate networks and contacts in our influence space.
- Build and maintain relationships with regional associate energy consultants to enable PA to effectively deliver assignments in the region.
- Develop increased levels of understanding, collaboration, and innovative opportunities for joint working across PA regional offices.
- Identify innovations, technologies, and new areas for developing improved and innovative energy solutions and approaches to ensure that Practical Action remains on the cutting edge in Africa.
- Undertake any other tasks as assigned by the line manager.
- Oversees the growth of funding, ensuring our fundraising strategy and approaches are aligned to the Strategic Business Plan, coaching West Africa team to develop ambitious, strategically aligned, and realistic funding plans relevant to their local market conditions.
- Coordinate the translation of evidence and impact into winning proposals.

External Engagement & Influencing

- Supports Africa Director to Promote our change ambitions with donors and in external fora, seeking to engage institutional donors both as funders and as shapers of policy and development priorities.
- Developing of resources for inspiring institutional donors with our story.
- Engage with partners, technical institutions, private sector, and civil society organization on the development agenda.

Communications and Business Development

- Puts in place and ensures the effective operation of a streamlined intelligence gathering system that allows for opportunity identification and screening.
- Takes a lead role in scanning the market for new funding mechanisms and works with the Africa Director to determine how and when to test and pursue such opportunities.
- Develops strong and effective communication flows with RCOs on institutional donor opportunities, liaising closely with the International Operations Managers.
- Builds and maintains critical knowledge about institutional donor requirements, approaches, strategies and makes these easily available to RCOs.

- Present funding ideas and concepts to appropriate stakeholders and donors.
- Review assessments and baseline studies to gather and prepare background information and data to support donor engagement and fundraising at regional level.
- Using collaboration and influencing skills to work effectively with colleagues across Practical Action to lead, plan, prepare and write major strategic bids for funding. This will involve working proactively with people from a range of cultures, backgrounds, disciplines and across time zones.
- Cultivate and maintain good relationships with potential donors during the proposal writing process developing a keen understanding of their requirements and ensuring this is understood by those developing proposals.
- Develop good understanding and a pipeline of prospects by liaising with colleagues in country offices to understand potential opportunities and carrying out detailed donor mapping, engagement as well as partnership management.

Additional Requirements for the job:

The role occasionally requires very intense periods of working – either where you are based or in the country where specific support is required. The ability to flex a working schedule and to travel is a requirement of this role.

REQUIREMENTS FOR THE JOB

Person specifications:

- Mature, open-minded, and willing team member who is ready to engage with Regional Director to make the West Africa region portfolio successful.
- Undergraduate and/or post-graduate qualification in relevant subject is desirable (Renewable Energy, Development Studies, Economics, and related fields).
- A minimum to 10 years' experience working with an NGO or UN agency or equivalent, is preferred.
- Strong understanding and experience of new business development, opportunity identification, quality proposal development, partnership management, donor mapping and engagement.
- Empathy with Practical Action's vision, mission, and values.
- Ability to travel 8-12 weeks a year.
- Good experience in business development or project design and reporting.
- Must be able to relate and represent Practical Action to major program partners, in a highly professional manner and communicate clearly and sensitively with internal and external stakeholders.
- Computer knowledge including Word, Excel, Outlook, and PowerPoint.

Skills, abilities, and competencies

- Generate knowledge and communication products for relationship building with donors/clients, potential donors/clients, partners, and key government bodies.
- Good communicator who is willing to engage West Africa COs in sharing knowledge and learning to inspire and influence.
- Outstanding documentation and packaging of influential knowledge products, case studies and most significant change stories.
- Excellent written and oral communications skills in English, with a second language (French) desirable.

- Excellent facilitation skills with the ability to listen, lead and build teams.
- Ability to work collaboratively across teams, influence and enable where direct line management does not exist, and to contribute strategically.
- Ability to work in differing cultural contexts, using the most appropriate methodologies for adoption of change in each context.
- Proven ability to implement a profile-raising strategy that builds Practical Action's profile in West Africa COs, to make us the go-to agency of choice for all actors seeking technical advice relating to our work.
- Excellent facilitation skills with the ability to listen, lead and build teams.

APPLICATION INFORMATION

Location: This role is being advertised to attract suitable candidates from West Africa Region. The successful candidate could be based in Senegal or Burkina Faso. Therefore, the Right to Work for the respective country is essential.

Salary: The salary and benefits will be applied according to the salary scale in the country where the candidate is appointed.

Practical Action is an equal opportunities employer, and we encourage applications from under-represented groups. We stay committed to cultivating an inclusive and diverse working environment and believe that people from different backgrounds or cultures give us different perspectives, and the more perspectives we have, the more successful we will be. By building a culture where everyone feels heard, respected, and valued we give everyone working with us the opportunity to achieve their full potential.

Practical Action is committed to safeguarding and protecting children and vulnerable adults and as such candidates will be subject to pre-employment checks including criminal checks and terrorist financing. Please note that should we recruit a suitable candidate before the closing date, we will close applications earlier than the specified date.

HOW TO APPLY

A detailed Job Profile can be accessed from the download section.

If you have the experience, skills and the ability we are looking for, please forward your application letter and updated CV to westafricarecruitment@practicalaction.org, clearly indicating the job title of the position you are interested in.

The application deadline is 7th April 2024. (You can submit your application in French or in English, feel free to use a language that is more comfortable with you.)

Only shortlisted candidates will be contacted for further process, women are encouraged to apply.