

**Job Title:** Market Development Manager  
**Department:** Shell Foundation  
**Terms:** Contractor Role. Initial 8 month term

**Shell Foundation invites candidates with business experience and a track-record of building supportive market environments through for-profit and not-for-profit intermediaries, to apply for a position within our Market Development team. Research experience and networks with social investors in emerging markets is desirable.**

### **Shell Foundation**

Shell Foundation (SF) is an independent UK registered charity established in 2000. SF's mission is to tackle and take to scale solutions to sustainable development challenges related to Access to Energy and Sustainable Mobility (clean and affordable transport for people and goods). SF adopts the following principles: to support business based approaches, to work with strategic partners willing to share risk, to strive to achieve financial viability and deliver social and environmental impact. SF is a unique corporate foundation on the global stage in its ability to use grant and non-grant funding to support enterprise-based solutions to key development challenges. SF acts like an investor, providing extensive business support, alongside funding, to partner enterprises.

### **Purpose**

To support the implementation and evolution of a Market Development strategy that seeks to amplify SF's social and environmental impact by a) building demand for its partners' products and services b) capturing and sharing learning from its portfolio to facilitate replication and identify collaborators c) engaging and building the capacity of investors, corporates and public stakeholders and d) co-creating market-building institutions to support the growth of new sectors. (The Market Development programme represents 10% of SF's overall activity, with a budget of approximately \$4m per annum.)

### **Principal Accountabilities**

#### **a) Capture and report SF learning and evidence (40%)**

- Support SF's Market Development Director to set annual learning strategy.
- Work with SF's programme team, Monitoring & Evaluation Manager and portfolio partners to capture learning, research trends and validate evidence related to SF's work; articulate the key drivers of success and failure, and build a

business case for priority stakeholders to support the growth of energy access and mobility markets more effectively;

- Contribute to the publication of a range of reports, whitepapers, tools and workshops to help key organisations to understand and build on SF learning, and to leverage support for SF's portfolio, its wider charitable objectives and the replication of enterprise-based approaches;
- Work with specialist research agencies to validate market insight and test effective interventions to improve the efficiency and effectiveness of SF programmes and partnerships;
- Represent SF as appropriate at international events, networks, conferences and partnership meetings, and initiate SF-hosted events with senior external stakeholders important to achieving SF's mission and vision;
- Develop and maintain an understanding of global/regional development trends, key decision-makers/influencers to inform SF's strategic direction as well as the selection of key influence partners.

**b) Co-creating market building institutions (40%)**

- Co-create and foster the growth of a range of market-building institutions dedicated to facilitating support from investors and governments towards social enterprises with the greatest potential to deliver large-scale impact. These include industry associations, in-country accelerators, ecosystem builders and networks that aim to accelerate the growth of inclusive markets.
- Partners in SF's Market Development portfolio (as at Jan 2018) include: the Global Off-Grid Lighting Association; the African Mini-Grid Developers Association, non-profit A2E accelerators in Uganda, Rwanda, Ethiopia and Nigeria, and FutureFit (a non-profit impact benchmarking service).

**c) Support implementation of SF strategy for gender inclusion and enhanced impact for women (20%)**

- Work with SF Market Development Director and Programme Team to implement SF's gender inclusion strategy across SF activities and in all partner organisations. This will relate to all aspects of business: product/service design, delivery, marketing, sales and finance.
- Help capture and share data on effective design and implementation of these initiatives, and impact on social/environmental outcomes and business performance.

## **Organisational Responsibilities**

- Support SF's senior management team to deliver its business strategy, contribute to investment decisions and build team capacity;
- Shared responsibility for leveraging additional third party funding into the SF portfolio as another means of accelerating impact;
- Assess reputational risks arising from complex issues and policy developments relevant to SF's work and advise senior SF leadership on how to respond to/mitigate these emerging risks.

## **Qualifications, Experience and Skills**

- Professional qualifications including a first degree in a business, finance and/or communications-related subject (essential).
- At least 10 years business/commercial experience with demonstrated evidence of developing high-level external partnerships and managing stakeholder relations (essential).
- Strong management skills and a demonstrable track record of professionalism
- Proven interest and practical experience of sustainable development and social investment issues (essential).
- Fluent in English with excellent communication skills, verbal and written (essential)
- Existing networks with thought-leaders in sustainable development/social entrepreneurial communities (preferable).
- Full understanding of SF's "enterprise-based" approach and how this differs from traditional philanthropy.
- Ability to distill clear messages from large and complex sets of information and to use these strategically to drive action.

## **Competencies**

- Results oriented and able to multi-task and cope with complexity.
- Strong relationship-building and stakeholder management skills.
- Strong leadership potential and excellent team working skills.
- Strategic planning, project management and ability to prioritise.
- Excellent communication, editorial and negotiation skills.
- Ability to work, lead, coach and motivate people without the need for hands-on senior management guidance.
- Ability to take decisions at both the strategic level as well as the project level.
- Interest in venture philanthropy/social entrepreneurship.

## **Special Challenges**

- Quickly develop an in-depth understanding of the rapidly change international development landscape, with particular regard to regions of the world in which SF operates
- Ability to build and maintain trusted relationships with a broad range of stakeholders (senior leaders of foundations, social investors, governments, corporates, multilaterals, NGOs and think-tanks)

## **Reporting to SF Market Development Director**

### **To apply**

Email [chris@eaglecliff.co.uk](mailto:chris@eaglecliff.co.uk)

**Deadline for applications 2 March 2018**