

# **Business Project Manager Ghana**

December 2017

**iDE**



iDE's first social enterprise, Somalia, 1982





## Introduction

At iDE, we are inspired by entrepreneurs in Asia, Africa, and Latin America. Working with our social enterprises, small businesses, farmers, and multinational businesses, we create opportunity for some of the poorest people on the planet. As a leader in market based development, we believe in the power of business to fight poverty.

We are proud of our successes to date which include reaching over 23 million people in the developing world with products or services. Water pumps and drip irrigation kits, plus seeds and fertilizer, have transformed life for millions of rural farmers. Additionally, we have sold – never given away—nearly a million water filters and latrines, creating tremendous health and livelihood benefits.

Our new challenge: To reach another 20 million people. It's an achievable goal, and one that our global team is working toward.

We are looking for someone who shares these views. Our selected Business Project Manager must have well developed analytical, business, and leadership skills. S/he must understand how value chains, distributors, sales teams operate. S/he must have a good understanding of rural marketing and how to sell to the 'base of the pyramid' to create social and economic impact. And s/he must know how to lead, motivate and inspire a team – from within and atop.



## About us

iDE is a global development organization with a mission to create income and livelihood opportunities for poor rural households.

iDE was founded in 1982 and has played a pivotal role in developing social enterprises and market-based approaches.

iDE invests in entrepreneurs, creates social enterprises, and provides solutions to solve some of the world's toughest problems, primarily in agriculture and water, sanitation, and hygiene (WASH). Our headquarters is based in Colorado, USA and there are currently offices in 14 countries, mostly in Africa, Asia, and Central America.





## Our Values

We believe in the right of poor women and men to a secure livelihood

We believe that markets can be a powerful force for enabling prosperity

We regard the rural poor as our clients. They are customers, producers, and entrepreneurs.

We value innovation and entrepreneurship

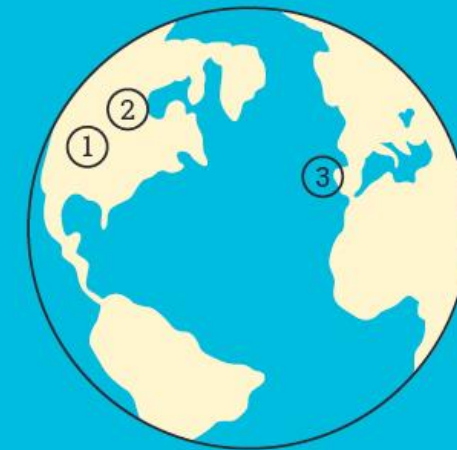
We are results oriented, aiming for significant impacts for large numbers of people





# iDE's Global Presence

- WASH
- Agriculture
- Finance



- Office Locations
1. Global Headquarters, Denver, Colorado, USA
  2. Winnipeg, Canada
  3. London, UK



## Highlights from iDE's Global Impact

### **3,580,000 Small Scale Farmers**

Irrigation, seeds, fertilizer, and agricultural know-how improves income, nutrition, and food security

### **420,000 Ceramic Water Filters**

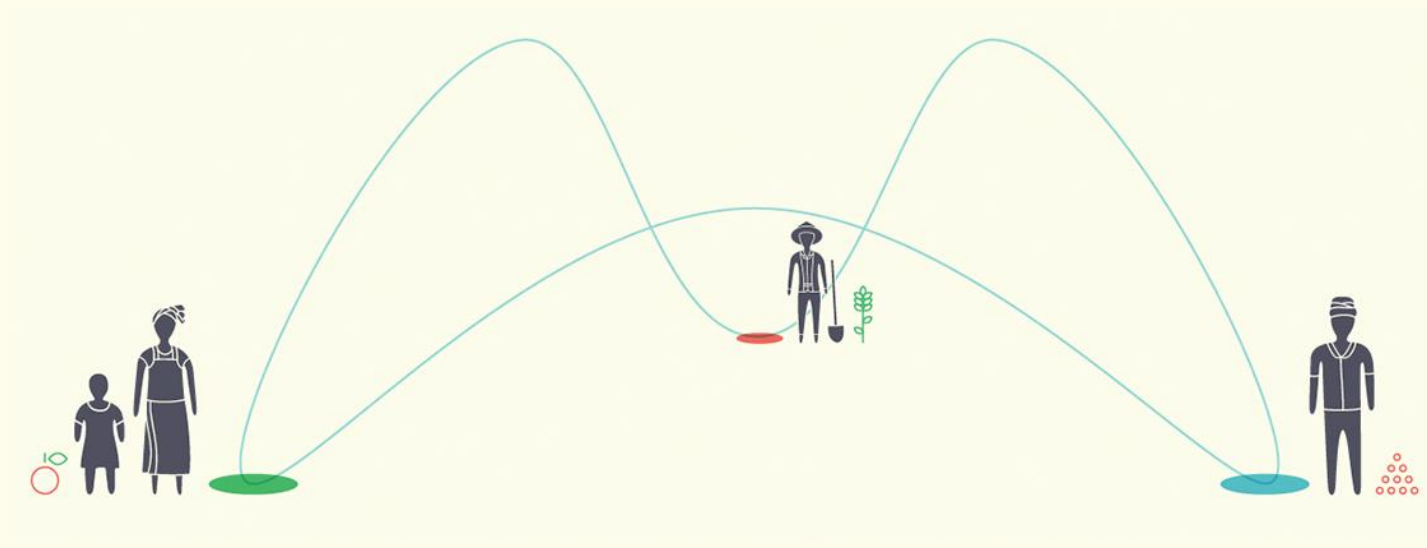
Better health, improved nutrition, fewer child deaths, lower expenses, less manual work for women, and less use of carbon-emitting fuel for boiling water

### **500,000 Latrines**

Better health, improved nutrition and fewer child deaths, convenience, privacy, safety, and dignity





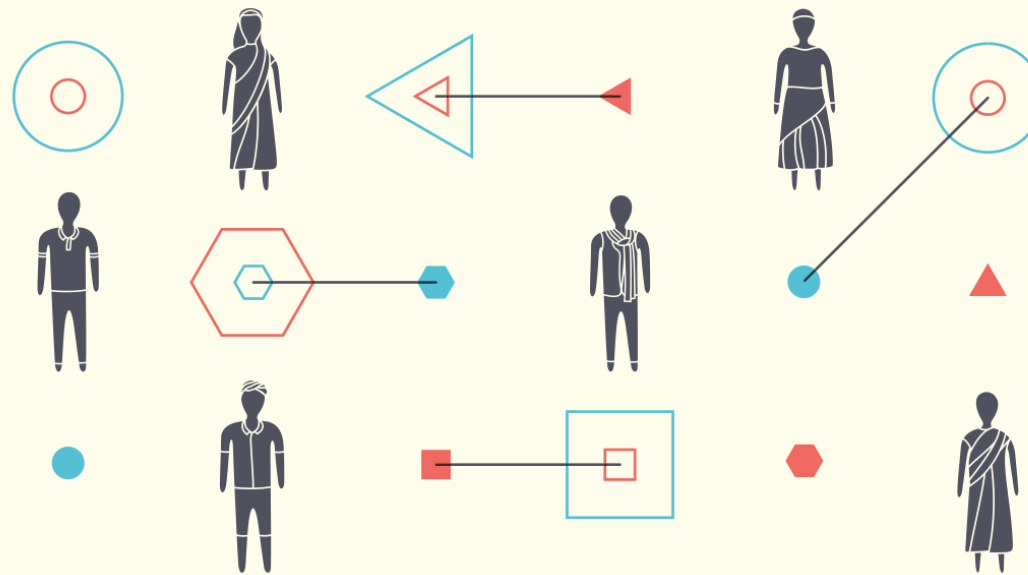


## Background

Under the United Nations' Sustainable Development Goal 6, the global community has committed to achieving universal access to safe and affordable drinking water for all by 2030. While a lot of effort has gone into increasing access to water supply and ensuring drinking quality at the source, much contamination still occurs during transport and storage. Point-of-use Household Water Treatment and Storage (HWTS) solutions like water filters offer a cost-effective option for ensuring safe water for all – water free of fecal and chemical contamination.

To meet this ambitious goal, new products and innovative business solutions need to be explored, tested, and brought to market in varying contexts. In Ghana, as well as many other countries, there exist many barriers to selling water filters at scale, discouraging market entry by businesses who have the skills to design and manufacture solutions that local consumers desire and can afford. Existing non-market based approaches (e.g. direct hardware transfer programs) have also contributed to market failures and distortions. A malfunctioning market reduces the number of people who can access sustainable HWTS solutions, undermining the potential for long-term health benefits at scale.

## Project Developing markets for safe water in Ghana



In partnership with a private sector leader in WASH, iDE is testing the market viability of a selected household water filter product in northern Ghana.

The two-year project will entail:

- Using Human-Centered Design to understand the strategic positioning of the product relative to other safe water solutions
- Identifying potential procurement models and distribution channels
- Developing a business model that achieves both financial sustainability and desired social impact
- Piloting the business model and writing a full business plan detailing scale-up strategy and exit strategy for iDE
- Contributing to sector understanding of market-based solutions for WASH

This project will build on iDE's existing experience in delivering aspirational, affordable, accessible Water, Sanitation & Hygiene (WASH) products to rural households. This project also builds on iDE's experience with developing successful social businesses:

[Hydrologic](#), a profitable social enterprise in Cambodia, has sold half a million ceramic water filters, benefitting over 2 million Cambodians.

[Sama Sama](#), a newly launched social enterprise in Ghana, aims to provide rural Ghanaians with aspirational, convenient toilets.



## About You

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- You are a self-starter who is excited about working in a cross-cultural environment that is dynamic and constantly evolving. You can take a bird's eye view and lead strategy, but can also roll up your sleeves, get into the nitty gritty details, and spend as much time in the dry, hot field as needed to solve the problem.
- Ideally, you will have 3-5 years of practical experience with project management in a commercial environment. You are organized, creative, and can think through problems critically. You are detail-oriented, and can skillfully manage multiple work streams and partners with parallel timelines. You are a good listener and can clearly communicate the needs of different stakeholders to each other. You spot issues before they become problems; you spot opportunities and help give them life.
- You are comfortable with sometimes forgoing creature comforts and have a hunger for adventure. The not-so-rare power outage or seasonal flood will not leave you stranded on your bed. You will be based out of Tamale, Ghana, one of the fastest growing cities in West Africa. An increasing number of modern buildings are sprouting up amongst the traditional mud houses. While still a relatively small town of just under 400,000 people, which lends itself to a tight community, Tamale is establishing itself as a development hub and commercial center. Accelerate your street cred by getting your boots muddy and leading from the front lines.
- As the project manager, you will show your expertise in determining time frames, allotment of staffing and resources, and leading others in the organization to make meaningful process improvements.
- As a business expert, you'll work alongside a high caliber team as you drive innovation and efficient operations. You possess keen business acumen that couples a highly analytical skillset with strong entrepreneurial intuitions and deep user empathy. You are able to produce sophisticated financial models, write a killer business plan, and make key marketing decisions.
- You are resourceful, proactive, and committed to finding a workable solution within resource constraints using your creative powers to think outside the box. We work in a complex environment where things rarely work out perfectly the first time, so we need someone who's nimble and willing to try new things. You will be accountable for ensuring key deliverables are met on time and within budget.
- You're a leader. You enjoy mentoring and managing relationships with clients and colleagues alike. You will be responsible for motivating the team, resolving conflicts, and making hard decisions. You will ensure key in-country relationships are stewarded with care and responsiveness.



# Duties and Responsibilities

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## Functional Responsibilities:

**Planning** – You will develop, implement, and communicate up-to-date project scope, work plan, and risk mitigation strategies.

**Budgeting** – You will manage the project budget to ensure deliverables are met on time and within allocated resources, or plan to adjust accordingly.

**Team management** – You will motivate and manage both the internal team and external partners to deliver against the work plan.

**Stakeholder management** - You will steward relationships with government officials, private sector partners, and internal project sponsors.

**Documenting and communicating** – You will be accountable for developing and delivering key documents, including any revised work plans, scopes of work, budgets, and technical products such as the final business plan.

## Technical Responsibilities:

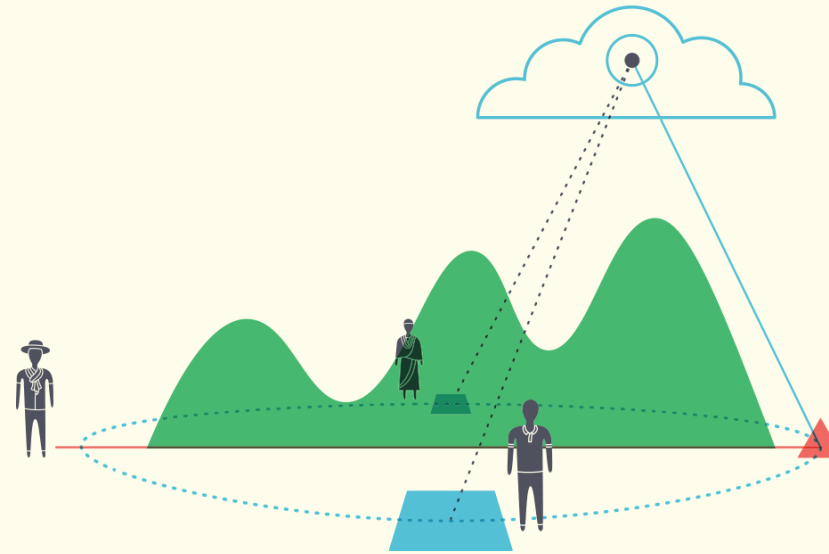
**Market Analysis** – You will ensure the team delivers a high quality, nuanced analysis of the market so that the project takes off in the right strategic direction.

**Business Model** – You will work with the team to develop a compelling business model to be piloted, including a clear strategy for ensuring quality supply, sustainable demand, and smooth strategic relationships.

**Commercial pilot** – You will lead the implementation of the commercial pilot, whereby you will forge relationships with distributors, retailers, and lead sales teams.

**Business Plan** – Based on what you learn from the commercial pilot, you will write a business plan that details target customers, market positioning, promotional strategy, financial forecast, partnership engagement, resourcing requirements, and an exit strategy for iDE to ensure long-term sustainability.





## Competitive Candidate Requirements

- BA/BS degree in Business Management, Marketing, Finance, International Development, or related field or equivalent experience; MBA and project management certifications preferred.
- 3+ years of project management experience working end-to-end on large, complex, high dollar value projects/programs
- 3+ years of product commercialization experience in developing and executing business strategy, with preferred experience with distribution, operations, value chain design, direct sales, import/export, and/or marketing
- Strong interpersonal skills and the ability to communicate effectively with a wide range of constituencies and lead a strong team in a diverse community
- A keen eye to identify opportunities for iDE to use technology and data to drive evidence-based decision-making
- English business fluency required
- Excellent written and oral communication skills
- Proven track record of developing compelling business models and delivering strong business plans
- Proven track record of working in multi-cultural environments
- Proven ability to manage a budget and use financial management information systems
- Experience with human-centered design preferred
- Proficiency in MS Office suite required
- Proficiency with dynamic web-based knowledge and communications products preferred



## Position Summary

We are looking for someone who shares iDE's values. The Business Project Manager must have well developed analytical, financial, leadership, and project management skills. S/he must understand how value chains and private enterprises operate. S/he must have a good understanding of rural marketing and selling to the 'base of the pyramid.' And s/he must be a skilled people manager.

The Business Project Manager role is a two-year commitment. S/he will be responsible for every aspect of project implementation in country, including:

- Scoping
- Planning
- Resourcing
- Financial management
- Documentation
- Communication
- Stakeholder engagement
- Team management

The Business Project Manager will report directly to the iDE Ghana WASH Director, who also serves as the CEO of Sama Sama. S/he must be comfortable working in a matrix-style organizational structure as many project team members are also staffed onto other projects. S/he will need to be very good at planning and communicating staffing needs with other teams. S/he will work closely with the Country Director, Innovation Director, Programs Director, and Operations team. S/he will also be supported by the Global WASH team based out of iDE's headquarters in Denver, CO.





## How to Apply

To apply please submit:

- A resume showcasing your relevant business strategy and project management experience.
- A supporting statement/cover letter (maximum two pages) that tells us what excites you about this opportunity. Please also provide the names, positions, organizations and telephone contact numbers of three referees relevant to this role. References will only be contacted once your permission has been granted. Finally please ensure that you have included your best contact numbers and Skype ID, as well as any dates when you will not be available for interviews.
- A sample business model or business plan that you had a key role in developing. Include an explanation summarizing the key business challenge that you helped solve as part of this submission. You can feel free to redact any sensitive information while ensuring the sample is still understandable. The objective is to get a sense for how you approach business problems.

### SCHEDULE

Submit applications as soon as possible  
First round interviews: Starting December 11.

### RECRUITMENT PROCESS

If you have any questions on any aspect of the selection process, please contact [WASH@ideglobal.org](mailto:WASH@ideglobal.org)

### START DATE

Ideally, our new Business Project Manager will be in place by January 15, 2018

[Please submit applications through this link.](#)





**iDE**

**Join us in reaching  
20 million more**