Terms of Reference: Country Team Coordinator (Tourism)

Reports to: Country Director, Sri Lanka

Classification: Locally-Engaged Staff position open to nationals of the country of assignment and permanent residents with authority to live and work in the country of assignment.

Duration: 12 months (with a possibility of extension)

Location: MDF Country Office, Sri Lanka

The Market Development Facility (MDF) is a multi-country Australian Government aid program that partners with the private sector to achieve lasting growth and create sustainable jobs for poor women and men. MDF does this by using a Market Systems Development (MSD) approach.

MDF is funded by the Australian Department of Foreign Affairs (DFAT). It is implemented by Palladium in partnership with Swisscontact.

In Sri Lanka, MDF’s focus is on diversifying tourism with new products and services and supporting authentic Sri Lankan products which promote the country.

Assignment Objectives:

Under the guidance of the MDF Country Director (CD), the Coordinator will be responsible for managing many of the day-to-day activities of the Tourism team, such as sector analysis, negotiations with potential partners, inclusion, results measurement, and engagement, influencing and learning events. As such, s/he will play an important role in grooming a team of Business Advisers in the Facility’s approach to development as well as the Donor Committee for Enterprise Development (DCED) Guidelines for Results Measurement. S/he will help develop the right organisational culture, business skills and development ethos.

S/he will be instrumental in working with the team of Business Advisers in implementing the Facility’s market systems approach to stimulating pro-poor growth. It is important that the Coordinator can play a participatory, supportive emerging leadership role, to facilitate discussion and problem solving in the team. S/he will also ensure the effective integration of other emerging themes which help increase MDF’s and DFAT’s relevance in the country context. The Coordinator will support the overall management of MDF in country.

Key Responsibilities:

Technical

- Support the development and management of a portfolio of partnerships under Tourism, to generate pro-poor growth in a sustainable, effective, and efficient manner to meet the Facility’s development objectives in Sri Lanka.
- Learn to lead, manage and work with others in the CT to intervene in market systems (sectors and the supporting industries and services around them) in line with the market systems approach to development and DCED Standard for Results Measurement.
- Be involved in market systems analysis, and together with the CT develop a ‘deep’
understanding of their functioning and identify constraints to pro-poor growth as well as opportunities to unlock this growth.

- Contribute to sector growth strategies and ensure that all interventions and other CT activities have a clearly demonstrated link to these strategies.
- Identify potential strategic partners in the private and public sector to trigger innovative business practices to reduce constraints to pro-poor growth in a systemic and sustainable manner, and negotiate comprehensive ‘deals’ with them, as the basis for interventions.
- Foster a culture of continuous learning and honest inquiry in relation to results achieved. Utilise the Facility’s near real-time results measurement system in line with the DCED guidelines for results measurement to deepen the understanding of market systems and improve strategies and intervention design. Ensure seamless integration between implementation and results measurement. Lead management cycles to assess, learn and plan.

- Develop intervention guides, results chains and measurement plans for each intervention and sector in which the Facility is active; execute those plans, applying good research practice; and analyse and use the findings.

- Analyse assessment results, make these insightful and communicable, and suggest ways to improve the Facility's sector strategies or intervention designs.

- Ensure the effective integration of cross-cutting themes such as gender, disability and environmentally and socially responsible business in the Facility’s country portfolio.

- Support application of the MDF Communications Strategy in the country, use MDF formats and contribute to communication and results aggregation efforts; support or lead engagement, influencing and learning events.

- Contribute to the development of MDF Annual Strategic Plans, implementation reports, and other reports as required.

- Other duties as required by the MDF Core Leadership Team that may include short-term support to country teams in other MDF countries.

- Travel as required to develop a deep insight in the economy, meet the players and potential partners, and verify whether the interventions designed achieve their objectives.

**Operational**

- Support the recruitment of qualified and experienced staff for the CT and other short-term advisers to provide support to the CT and partners.

- Support the Country Representative to prepare regular reports and budgets and variance for activity expenses and in general to manage office operations.

**Representation**

- Under the guidance of the CD, represent MDF towards DFAT and development partners.

**Other:**

- Other activities as directed by the CD or other representative(s) of Palladium.
Key Performance Indicators:
KPIs set annually in agreement with the Country Director.

Requirements:

- A degree in business, agribusiness, economic development or another relevant field.
- A strong business orientation and at least two years’ work experience at a senior level.
- Experience implementing the ‘Making Markets Work for the Poor’ approach or related development approach; experience implementing the DCED Guidelines for Results Measurement.
- Proven ability to conduct economic analysis and translate the findings into pro-poor growth strategies and interventions.
- Proven ability to negotiate, design and assess strategic, sustainable market systems development activities.
- Strong interpersonal skills, with a demonstrated capacity to constructively engage with the private and public sector, development partners, other development programs, and other similar stakeholders.
- Excellent written and spoken English language skills, numeracy, analysis and networking skills.
- Willingness to work in a challenging environment and to travel nationally and internationally.