

Market Shaping Manager

2-year contract

Position: 100%, starting immediately

Location: Geneva – Switzerland, FIND headquarters

Reporting to: Head of Market Shaping

About FIND:

FIND (www.finddx.org) is an international non-profit organization based in Geneva, Switzerland, dedicated to accelerating the development, evaluation, and delivery of high-quality, affordable diagnostic tests for poverty-related diseases in low- and middle-income countries (LMICs). FIND is also a WHO Collaborating Centre for Laboratory Strengthening and Diagnostic Technology Evaluation. Our vision is a world where diagnosis guides the way to health for all people. The FIND team is devoted to driving the development, clinical trialing, and early implementation of innovative diagnostic solutions that can have a high impact on patient care and disease control in low-resource settings.

About the Market Shaping team

Market Shaping is an emerging priority area for FIND. Typically, a new product goes through a classic product adoption cycle with low volumes, initially, across a few early adopter countries, which keeps prices high. Over time, in most cases, the market finds the right demand-supply balance. Market Shaping works towards shrinking the product adoption cycle to make new innovative diagnostics, critical for public health, available to patients in LMICs in an affordable and timely manner, with an aim to ensure equitable access to quality healthcare for all.

To achieve this, the Market Shaping team creates an early visibility into market needs, enablers, and barriers for adoption of the relevant diagnostics in key segments. The goal is to create a pull-through for these new tests to support manufacturers in right-sizing capacity and developing a cost-effective go-to market strategy, thus contributing to affordability of the diagnostics. Pooling and aggregating volumes to leverage economies of scale-manufacturing and distribution also supports negotiation of access terms with manufacturers.

Job summary

Under the leadership of the Head of Market Shaping, the candidate will work to support key strategic initiatives and implementation projects aimed at increasing access to critical diagnostic tools across FIND's disease programmes. The exact role is likely to vary based on the project and may range from project lead or manager to consultative colleague.

The selected candidate will be expected to provide key analytical analyses and insight in support of relevant market shaping and access projects. The primary objective will be to (a) support market intelligence research including gathering and analysis of data, (b) conducting primary research through stakeholder interviews and surveys, (c) planning and monitoring pilots/market interventions to generate evidence for catalysing demand for critical diagnostics in key segments and (d) effectively distilling these insights, as well as those from secondary research, into communications for relevant audiences.

The transversal nature of the role will require someone with an innate ability to structure and monitor progress of their work, prioritize appropriately, and execute independently. An ability to clearly communicate across tenure and seniority will be essential given the broad degree of stakeholder engagement that is expected.

Responsibilities:

The main responsibilities of this position are to support the market shaping work for critical diagnostics as follows:

- Work with the Head of Market Shaping and other relevant FIND colleagues to effectively identify, structure, monitor, execute (and in some instances independently manage) key projects related to the organization’s market shaping and access work
- Manage critical projects from a technical perspective across i) writing concept notes, ii) seeking alignment from FIND teams and partners, iii) identifying implementation partners, and iv) monitoring progress
- Independently plan and execute relevant quantitative and qualitative analyses
- Conduct desk reviews for appropriate guidelines and available research and data to develop market landscapes
- Independently conduct primary market intelligence gathering through structured interviews or surveys
- Synthesize multiple inputs and opinions to generate insights, practical action items, and a strategic direction
- Prepare materials for presentation to senior leaders within FIND and other partner organizations related to market shaping and access work
- For COVID-19, support communication within ACT-A Diagnostics working groups and with the wider partnership

Education, knowledge, and skill requirements:

- At least 5 years’ professional experience in a related field
- Experience in supporting the execution of key market research and intelligence projects would be critical
- Experience in designing and implementing market interventions to generate proof of concept
- Experience in independently conducting data collection and analysis projects (qualitative and quantitative)
- Strength in written and verbal communication skills
- Excellent analytical and quantitative skills are a must
- A background in management consulting with a top-tier consulting or investment banking firm beneficial
- Entrepreneurial mindset, including ability to work independently, self-motivate, and propose and implement new initiatives
- Experience working in a LMIC is desirable, but not required
- Fluency in both written and spoken English
- **Educational requirements:** University degree in a related field such as business administration or public health desirable

To apply:

Please send your application to hr@finddx.org by **17 May 2021**. The application must include:

- a complete *curriculum vitae*
- a motivation letter
- **an acknowledgement letter, answering the following questions:**
 1. Have you ever been criminally convicted or subject to any criminal or administrative penalty by any competent authority? If yes, please specify.
 2. Have you ever been terminated or separated (e.g., contract termination, dismissal, non-renewal) or subject to any disciplinary measure or sanction by your employer for fraud, harassment, sexual harassment, sexual exploitation, or sexual abuse?
 3. Have you ever resigned while under investigation or during disciplinary proceedings?

Confirmation of the following declaration of understanding:

- ✓ I confirm the accuracy of the information provided, with the understanding that FIND will conduct reference checks to verify relevant information.
- ✓ I understand that if any false or misleading information is provided in my application, or any material fact suppressed, I may not be employed, or if I am employed, I may be dismissed.

Please note that due to the high volume of applications, **ONLY short-listed candidates will be contacted**. FIND values diversity among its staff and aims to achieve gender equality both through gender parity at all levels of the organization and promoting a gender dimension in all its work. We welcome applications from women and men, and those with disabilities.

“We, at FIND, believe that diversity makes us better, so please apply with pride in who you are and help us build a more inclusive workplace. “

At FIND, excellence and diversity go hand in hand. We are committed to gender equality, including equal compensation, prevention of and protection from sexual harassment, and the safeguarding of our staff and beneficiaries. We also believe that the greater the diversity of backgrounds, cultures, perspectives, skills, and experiences, the greater our impact on global health. As we serve vulnerable populations in support of their right to health, we demand transparency, open communication, accountability, and integrity on the part of our team and collaborators.

Read more here: <https://www.finddx.org/policies/>