



Senior Associate, Market Shaping

1 year contract, renewable

Position: 100%, starting immediately

Location: Geneva, Switzerland, FIND headquarters

Reporting to: Head of Market Shaping

About FIND:

FIND, the global alliance for diagnostics, seeks to ensure equitable access to reliable diagnosis around the world. We connect countries and communities, funders, decision makers, healthcare providers and developers to spur diagnostic innovation and make testing an integral part of sustainable, resilient health systems. We are working to save 1 million lives through accessible, quality diagnosis, and save US\$1 billion in healthcare costs to patients and health systems. We are co-convenor of the Access to COVID-19 Tools (ACT) Accelerator Diagnostics Pillar, and a World Health Organization Collaborating Centre for Laboratory Strengthening and Diagnostic Technology Evaluation.

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 adopters, keeping 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 innovative diagnostics, which are critical for public health, available to patients in low- and middle-income countries 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 the market needs, enablers and barriers for adoption of the relevant diagnostics in key segments and helps create pull through for the tests in order to support manufacturers in right-sizing capacity and developing a cost-effective go-to market strategy, 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.

About the ACT-Accelerator

The ACT-Accelerator, announced by the WHO Director General and world leaders on 24 April 2021, seeks to raise \$8bn across diagnostics, vaccines and treatment for COVID as part of the global response to the pandemic. These funds will be used to address gaps in the availability of vital COVID tools. The Diagnostics Pillar of ACT-A is jointly co-convened by FIND and the Global Fund. It brings together partners in a shared agenda to ensure the right diagnostic test is available to all who need it by spurring innovation in new diagnostic tests and digital solutions, creating effective and efficient markets, ensuring supply and expanding capacity to deliver tests to communities.

The selected candidate will work as a key team member within the Secretariat of the ACT-A Diagnostics Pillar. The position will also be embedded within Dx Pillar's Market Readiness

working group and is expected to work closely with leaders within FIND and ACT-A, as well as a wide range of stakeholders from partners engaged in the Pillar.

Job summary

Under the leadership of the Head of Market Shaping, the position 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 insights 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, and ones from secondary research, into communications to match the relevant audience.

The cross-cutting 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 is expected.

Responsibilities:

The primary responsibility of this positions are to support the market shaping work for critical diagnostics through:

- 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 FIND's market shaping and access work
- Collaborate with the Senior Programme Manager of ACT-A to drive and support coordination of the Market Readiness Working Group priorities with external partners
- Plan and execute relevant quantitative analyses in support of the ACT-A Dx Pillar's objectives, especially as the pertain to Market Readiness
- Prepare materials for presentation to senior leaders within FIND and ACT-A including the WHO Hub and ACT-A Principals
- Support communication within ACT-A Dx working groups, co-convening organizations and the wider partnership
- Engage with market readiness working group members to prepare and drive the agenda for the group
- Synthesize multiple inputs and opinions to generate insights and strategic direction
- Engage in critical market shaping projects across writing concept notes, seeking alignment from FIND teams and partners, identifying implementation partners, and monitoring progress
- 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

Education, knowledge, and skill requirements:

- At least 5 years of professional experience in public health, strategy consulting or investment banking
- Experience in supporting the execution of key market research and intelligence projects is critical
- Experience in designing and implementing market interventions to generate proof of concept will be valuable
- 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 may be 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
- Must be fluent in both spoken and written 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 **31 August 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:

4. I confirm the accuracy of the information provided, with the understanding that FIND will conduct reference checks to verify relevant information.
5. 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 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/>