

Request for Expressions of Interest for the ***MicroSave Young Executive Programme***

Introduction

MicroSave promotes the development of a market-led and more client-responsive approach to delivering financial services among microfinance institutions (MFIs). *MicroSave* has emerged as an industry leader in the area of market-led microfinance, contributing significantly to the global debate on the importance of broadening the boundaries of financial service provision. Building on these achievements, *MicroSave* believes the next step is to ensure that several, highly successful institutions offering market-led products to large and growing numbers of clients become “demonstration models.” Key to this strategy is the development of a support network of competent and cost-effective service providers, capable of providing consulting services using tested, high-quality tools and that are demanded by the financial institutions. It is in this context that the *MicroSave* Young Executive Programme was conceived.

The *MicroSave* Young Executive Programme is designed to develop a professional, confident, dedicated and rounded cadre of young consultants capable of using the *MicroSave* methods and toolkits, not only to work in the microfinance industry but also in the mainstream, commercial financial service industry.

Young Executive Programme (YEP)

Young Executives will be attached full-time to *MicroSave*, but will work extensively in the field with *MicroSave*'s Action Research Partners (ARPs). The Young Executive programme will be conducted over 18-24 months, during which, the Young Executives will be subjected to intense training and on-the-job development in carefully targeted skill-sets, as well as some essential basics in consulting skills. During this training phase the Young Executives will not charge a fee for their services but will be paid a modest allowance by participating consulting firms, networks or *MicroSave*. Young Executive candidates are encouraged to organise outside funding or sponsorship to cover their costs during participation in the programme and to include that in their application.

The Young Executive's detailed workplan will be developed in association with *MicroSave* and the relevant ARPs and will include a clear scope of work and key result areas as addenda to the contract to be signed by *MicroSave* with the Young Executive. The host institution will provide workspace for the Young Executive. *MicroSave* will provide laptops during the training period, preloaded with Microsoft Office software to facilitate the Young Executive's work.

During the Programme, the Young Executive will have the opportunity to work with financial organisations with different institutional characteristics, operating in different markets, for example a government owned financial institution (Kenya Post Office Savings Bank) and an NGO/MFI (FINCA Tanzania) and thus get intensive, hands-on experience in using the toolkits in different environments. Following training in specific toolkits, the Young Executives engage in practice-based follow-up work with the ARPs on site. The Young Executives are coached by *MicroSave* staff not only in use and application of the tools, but in report and recommendations preparation.

The training programme, coordinated by *MicroSave*'s Training Specialist, involves specialised training in one of two skill streams: Product Development or Strategic Marketing. To successfully complete the programme, the Young Executive will be certified in at least five of the toolkits in their stream.

Units to be covered under each include:

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| <ul style="list-style-type: none"> ➤ Basics of Product Development, covering: <ul style="list-style-type: none"> ▪ Market Research for Microfinance ▪ Product Pilot-Testing ▪ Product Roll-out ▪ Product Marketing ▪ Costing/Pricing of financial services ▪ Process Mapping ▪ Institutional and Product Risk Analysis | <ul style="list-style-type: none"> ➤ Basics of Strategic Marketing, covering: <ul style="list-style-type: none"> ▪ Market Research for Microfinance ▪ Strategic Marketing ▪ Product Marketing ▪ Customer Service Standards ▪ Corporate Brand and Identity ▪ Process Mapping |
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In addition to technical training focused on the toolkits, the Young Executives will also receive training in basic consulting skills including:

- Financial ratio analysis;
- Business report writing;
- Business presentations/training techniques

Monitoring and coaching of the Young Executive will be the shared responsibility of the hosting ARP and *MicroSave*. Assessment will be conducted formally on a six-monthly basis to provide feedback on progress.

Post Young Executive Development Programme

On completion of the 18-24 month Young Executive programme, successful Young Executives will be promoted to the “Certified Service Provider” status in the toolkits they have mastered (at least 5 from their selected stream of specialisation). The Certified Service Providers will be listed on the *MicroSave* website once certified with feedback from *MicroSave* and the ARPs with whom they worked. The Certified Service Providers will be encouraged/assisted to start selling their services to MFIs (including *MicroSave*'s ARPs). Where they are able to sell their services to *MicroSave* ARPs, *MicroSave* will provide close hands-on support. High performing Certified Service Providers will be graduated to “Recommended” status.

Expenses

Young Executives will receive a modest allowance to cover their living costs and health insurance while on duty. Official travel and training costs will be covered by *MicroSave* and/or other parties. Young Executives will be entitled to 6 weeks of leave during the training period. Two weeks of this leave are devoted to holding a *MicroSave* training workshop and follow-up in their home country.

The Young Executive Profile

We are looking for relatively young, dynamic men and women with 2-5 years post-graduation experience who are able and willing to learn. They should be independent and able to live off a modest allowance. The Young Executive should be physically fit, able and willing to travel extensively within the East/South African region. Applicants must be computer-literate.

Young Executives will be recruited on the basis of a competitive bid that must include:

- Their CV;
- A written expression of interest indicating clearly why s/he wants to be a Young Executive;
- Ability to use and disseminate *MicroSave* ideas and toolkits to a wider audience;
- Selection of the stream that s/he would like to join (Product Development or Strategic Marketing); and
- An indication of the monthly allowance (if any) that *MicroSave* would have to pay him/her.

Applications are due to *MicroSave* no later than 17 June 2005.

Applicants who meet the above criteria will participate in one of two basic selection tests based on the stream chosen. Based on the results of the selection tests, short-listed candidates will participate in a 5-day selection workshop from 1-5 August 2005. After the workshop final selection for the programme will be made. Young Executives will be invited to start with *MicroSave* in late 2005 (Product Development Stream) and early 2006 (Strategic Marketing Stream).

Application Procedure

Applicants wishing to participate in the programme should apply to *MicroSave* citing the reference “*MicroSave* Young Executive Programme”.

The application must include the following:

1. Reasons why you would like to participate in this programme
2. Selection of the stream that you would like to join
3. Plans to use and disseminate *MicroSave* ideas and toolkits to a wider audience
4. An indication of the allowance (if any) that *MicroSave* would have to pay you
5. Contact details (including telephone and email address) of three referees
6. Detailed CV
7. A recommendation letter from your employer if you are currently employed by a microfinance consulting firm, institution or network.

Please respond to Lucy Muturi, Lucy@MicroSave.org at *MicroSave* if you would like to be considered for the 2005 intake. Applications must be received by 17 June 2005. More information about the YEP programme and profiles of the current YEPs is available on the *MicroSave* website at:

www.microsave.org/relateddownloads.asp?id=18&cat_id=281&title=Young+Executives+Development+Programme