



**MARIE STOPES  
INTERNATIONAL**

## **COUNTRY DIRECTOR - SENEGAL**

### **Job Framework**

Marie Stopes International (MSI) is a results-orientated Social Business which uses modern management and marketing techniques to provide family planning, reproductive and sexual healthcare and allied services. MSI Senegal's goal is to meet the needs of the underserved and dramatically improve access to and use of family planning and other reproductive health services. MSI Senegal is part of Marie Stopes International's Global Partnership, which operates in over 40 countries worldwide.

The core responsibility of this post is to use your:

- initiative      ▪ energy      ▪ persistence      ▪ results orientation
- drive      ▪ integrity      ▪ enthusiasm      ▪ commitment to personal development

To further MSI's partnership mission of “**enabling individuals to have children by choice not chance**”. Candidates must be pro-choice on abortion.

---

<b>Job Title:</b>	Country Director - Senegal
<b>Location:</b>	Dakar
<b>Reporting to:</b>	Senior Programmes Support Manager, AAWT (MSI London), ultimately responsible to the Chief Executive of MSI.
<b>Duration of contract:</b>	Circa 2 years
<b>Probationary period:</b>	6 months, with 3 and 6-month reviews

The Country Director (CD) will be responsible for the development of a successful and sustainable programme in Senegal. S/he ensures the attainment of MSI goals and objectives and provides leadership to the MSI team to develop and implement and expand the national programme efficiently and effectively.

The CD is expected to ensure good collaboration and coordination with key stakeholders while ensuring the integrity and effectiveness of the programme's distinct contribution to the attainment of these objectives. The post involves travel within country and externally.

### **Responsibilities**

#### **1. Programme implementation (to be reviewed at 3 months and 6 months and after that and on an annual basis)**

*Objective 1: Establishment and smooth functioning of an MSI Support office in Senegal.*

- Recruit and induct a support team in accordance with MSI best practice.
- Establish MSI as an appropriate legal entity in Senegal.
- Ensure that all relevant permits and operating authorisations are obtained to enable MSI Senegal to function efficiently.

- Ensure that robust MIS and efficient office systems and procedures are in place and utilised.

*Objective 2: Satisfactory progress to attaining the objectives of access to and utilisation of quality, sustainable SRH services through MSI centres in large urban areas, outreach services and a network of franchised private providers.*

- Establish service centres following MSI guidelines.
- Recruit and train a team of service providers for each centre according to MSI good practice.
- Set up effective referral networks once centres are up and running to enable other NGO's, public hospitals and private clinics to refer clients to MSI centres along with establishing MSI outreach services to public and private service centres.
- Develop a tailored franchise programme from an initial feasibility study.
- Establish and utilise a structured monitoring programme to focus on clinical supervision and high standards of quality of care.
- Foster a positive working relationship with government officials and other key programme stakeholders, including consortium partners.

## **2. Strategic and Annual Planning**

*Objective: Successful strategic development and national expansion of MSI's programme in Senegal, in line with the values of the MSI Global Partnership and the end goal of a sustainable organisation leading the way in the sector.*

- Lead the development of strategic plans, in liaison with MSI UK, aimed at maximising the opportunities available to MSI as a sustainable, long term, leading service organisation.
- Maintain an overview of key developments in the sector and in the country relevant to MSI strategy and utilise this in planning.
- Review and update strategy as required in the light of changing circumstances.
- Oversee the development of a comprehensive marketing plan in order to effectively promote all aspects of the programme to target groups and to establish strong corporate and brand identity.
- Oversee the development and implementation of annual operational plans and annual working budgets, in conjunction with other team members, actively participating in meetings as needed.

## **3. Team Leadership**

*Objective: A motivated, productive and appropriately managed MSI Senegal team*

- Provide overall leadership and direction to the team.
- Foster MSI Management culture and social business approach across the MSI team.
- Plan and budget, with the management team for MSI human resources requirements to meet its objectives.
- Directly manage the management team to include recruitment, induction, performance monitoring, motivation, support to personal development and dealing with disciplinary issue in line with MSI employment policies.
- Ensure that good human resource systems and procedures, in line with MSI best practice, are developed and implemented.

- Ensure that skill requirements are identified and that team members receive appropriate training to support them in performing well in their role.
- Ensure that effective and appropriate external technical assistance is called on to provide high quality inputs and outputs.

#### **4. Finance Function**

Objective: *Ensure MSI Senegal has good financial health*

- Ensure effective financial management and accounting systems following MSI and international standards are established, used and maintained.
- Ensure MSI adheres to all local statutory obligations.
- Ensure that management team are provided with and understand key financial and statistical performance information in a timely manner to be used for decision making.
- Ensure that MSI Senegal sends accurate and timely monthly financial and statistical reports to MSI head office
- Undertake financial planning and lead the annual budgeting process.
- Monitor cash flow and expenditure against budget and ensure corrective action is planned and taken where needed.

#### **5. External relations and resource development**

Objective: *Ensure MSI Senegal is well regarded, well resourced and influential*

- Build and maintain good relations with central and local government, relevant health professionals, businesses, NGOs and community groups, as appropriate, in order to secure a high level of support for the programme among relevant groups and individuals.
- Actively seek and secure increased financial resources for further programme expansion and ongoing programme development.
- Maintain good relations with donor agencies in country.
- Ensure donor reports are on time and to a high standard.

#### **6. Accountability to MSI**

Objective: *A fruitful and harmonious working partnership*

- Agree strategic and annual plans with MSI and liaise closely with MSI over resource development.
- Report to MSI in a timely fashion in accordance with MSI requirements.
- Ensure that the Partnership manual guidelines are observed.
- Actively participate in occasional regional or international meetings of the MSI partnership as required.

#### **7. Other**

- Any other duties that ensure the smooth and effective running of MSI Senegal.

## **PERSON PROFILE**

### **Knowledge**

- understanding of the issues surrounding provision of reproductive health care services internationally
- understanding major policies/issues of large bilateral/multilateral donors
- strong working knowledge of business practices
- understanding of basic research processes.

### **Experience:**

- Several years of experience in team management and leadership
- Ability to work in partnership with other NGO's, government bodies etc., to achieve project/programme objectives
- experience of implementing service delivery projects/programmes
- experience of running a country programme in Africa would be a distinct advantage
- demonstrated financial planning/management experience
- proven track record in achieving financial and non-financial targets
- institutional donor fundraising experience would be beneficial.

### **Skills**

- advanced interpersonal/communication skills - both oral and written
- leadership skills; able to build effective teams
- analytical and organisational skills
- strategic planning skills
- negotiation skills
- fluency in French and English is essential.

### **Personality**

- inspirational and persuasive
- collaborative approach to team working
- strong personal commitment to the goals of MSI and the vision to put it into practice.

### **Other**

- able to travel extensively.

### **Key Performance Indicators Year One:**

- 1. Recruitment and training of suitable office and centre teams accomplished.**
- 2. Centres and outreach functioning and show a steady increase in couples' years of protection (CYPs), Marie Stopes Procedures (MSPs) and income to cost from date of opening.**
- 3. Robust financial and human resource management systems are established and followed.**
- 4. Quality monitoring systems are established, followed and the necessary follow-up action is taken.**
- 5. Relations with stakeholders demonstrate positive efforts to collaborate and to coordinate activities in the interests of the programme.**
- 6. In-country donor funding has been raised.**
- 7. Programme Budget is monitored and corrective action taken where needed to ensure there is no overspend.**
- 8. Reporting to MSI is timely and of good quality.**

For further information contact James McLeod at Oxford HR – [jmcleod@oxfordhr.co.uk](mailto:jmcleod@oxfordhr.co.uk) or see our website: [www.oxfordhr.co.uk](http://www.oxfordhr.co.uk)