



CALL FOR APPLICATIONS

Job Description

(3rd advertisement)

Business Programme Manager (Full-time)

for API Training and Consultancy Services

Position: Business Programme Manager

Contract type: Unidentified Duration Contract (UDC)

Location: Phnom Penh

Basic salary and benefits: To be negotiated

Reports to: Executive Director

The Advocacy and Policy Institute (API) is a leading Cambodian capacity-building organization in the areas of advocacy, policy influencing, citizen engagement, and good governance. API is a non-profitable, non-governmental organization (NGO) with the mission to serve the long-term democratic and social development needs of Cambodia through empowering people to interact with their government to protect their rights. API's Goal for the current Strategic Plan 2024-2028: "In 2028, Cambodia will be a more harmonious and inclusive society with sustainable development, good governance, and respect for democratic principles and human rights."

API is a Cambodian non-profit organization focused on capacity-building in advocacy, policy influencing, citizen engagement, and good governance. To diversify income sources and become more financially secure, API plans to offer consultancy services alongside fundraising.

To become financially sustainable and mitigate the risks of external shocks, we are seeking to advance the diversification of our income sources through enhanced and strengthened training and consultancy services. The API Business Programme Manager is expected to communicate with potential clients and coordinate API's resource team to deliver services that meet the clients' diverse interests and needs.

The API Consultancy Unit strives to offer services to local and international NGOs, the private sector, government entities and individuals by improving their professional and organizational capabilities in areas such as local governance, advocacy, institutional and operational capacity development, and job-related soft skills through social enterprise-based high-quality training and consultancy service delivery.

The Consultancy Unit operates in a business-like manner to generate income as an arm of API's non-profit structure. The income earned from consultancy services will go back into funding the long-term sustainability of API's mission and vision as a non-profit organization.



The **API Business Programme Manager** is expected to lead API's business development and consultancy services with high-quality of service deliverables to customers. The post holder will lead business and service-related activities from the bidding stage, negotiating contracts to closing sales. This position also plays a significant role in leading and implementing API marketing and sales strategy, in both physical and digital environments.

Key Expected Results and Responsibilities: The holder of the position significantly builds professional business relationships with potential clients, both individuals and institutions. S/he will hold the following responsibilities:

Business Development & Fundraising

- Oversee day-to-day operations of the consultancy unit to ensure the accomplishment of business objectives.
- Identifying and developing proposals to consultancy opportunities and income generation initiatives to sustain and develop capacity and consultancy services.
- Developing and implementing marketing and branding strategies to promote products and services of API to current customers as well as potential clients with cost-efficiency and return on investment (RoI).
- Building API business and consultancy service's image and branding to potential customers (CSOs, development partners, private sectors, governments and public, etc.).
- Leading in producing marketing and promotional materials (short advertising spots, service and product leaflets, posters, testimonial videos, service menus, one page of key annual training programmes).
- Identifying and expanding new business opportunities for products and services of API to potential clients from the business pitching stage, negotiating contracts and closing sales.
- Conducting market research to identify potential consumers and competitors and expanding market opportunities.
- Coordinating with API specialists and trainers team to develop marketing content and branding awareness of API service for the target audience;
- Establishing and attending networks and coalitions of business associations, private companies and CSOs to publicly market product and consultancy's service of API.
- Building customer relationship management (CRM) system and maintaining regular relationships with, both existing and new potential clients on updated service of API.

Managing and Implementing Consultancy Services

- Implementing consultancy unit operational activities such as pricing, product and service development and management.
- Manage the delivery of high-quality project-funded training and capacity development measures and consultancy-based training and capacity development services.
- Leading and participating in the trainer teams' development of training curricula, online and e-learning resources, and provision of training, coaching, and mentoring in the API's thematic areas.

- Designing and implementing consultancy-based capacity development services and income generation activities based on market need assessments including training modules/capacity building, research, evaluation, and organisational development design based on client needs and API's expertise and resources.
- Establishing and teaming up a pool of consultant resources and coordinating with an internal team of API trainers and external consultants to deliver high-quality services to clients.
- Developing technical proposals for public calls of bidding and business pitching to potential customers.
- Preparing reports for API management, trustees, members, and funders to monitor delivery and impact.

Qualification Required:

- Master's degree in Business Administration or a related field, specializing in marketing is preferred.
- At least 5 years of experience in business, NGO and marketing-related fields.
- Proven track record of successful performance in business, NGO consultancy and marketing roles.
- Strong written and verbal communication and interpersonal skills to build and maintain relationships with clients, partners, and stakeholders.
- Excellent analytical and business communication skills.
- Knowledge of funding opportunities and income generation initiatives.
- Strong organizational and time-management skills.
- Ability to work independently and coordinate teamwork

How to apply

Interested applicants are requested to submit a cover letter and detailed CV by email or by post to the address below.

API is committed to a policy of equal opportunities, and value inclusion, and seeks to have a diverse and inclusive workforce. Applications are welcome from people of all origins, ages, religions, genders, ethnicities, sexual orientations, and disabilities. Every application will be reviewed against the above requirements for the position only. **Women and people with disabilities are encouraged to apply.**

Due to a high volume of applications, only short-listed candidates will be contacted. Your application/CV will not be returned.

Closing date: 30 June 2024 by 5 PM.

More info and job description at <http://www.apiinstitute.org>