

General role information	
<b>Job Title:</b>	Evidence and Impact Advisor
<b>Reporting to:</b>	Innovation, Evidence & Research Manager (Pillar 2/3)
<b>Salary Band:</b>	16
<b>Notice period:</b>	2 months
<b>Career Band:</b>	7
<b>Budget Responsibility?</b>	No
<b>Direct Reports?</b>	No
The department/team	
<p>At MSI Reproductive Choices we are unapologetically pro-choice. We believe that every woman has the right to make choices about her own body and her own future. As one of the world's leading providers of contraception and safe abortion care, we give women the means to do so. Our team members, working across 37 countries, provide high quality, safe services to women, when and where they need them. Because when a woman can determine her own future, she can contribute to creating a better, more sustainable future for everyone.</p> <p>The Evidence and Impact team, part of Technical Service Department, is a valued strategic source of technical leadership and support in producing, interpreting, and using high quality evidence in order to meet the goals outlined in the <a href="#">MSI 2030 Strategy</a>. The Evidence and Impact team is tasked with supporting MSI country programmes to utilise routine data to generate insights and learnings to improve programme performance. It also is responsible for designing and delivering strategic operational and formative research studies. The team strives towards:</p> <ul style="list-style-type: none"> <li>• <b>Impact</b> – ensuring evidence and insights drive scale, quality, and sustainability of MSI programming across all service delivery channels.</li> <li>• <b>High quality</b> – research studies are ethical, methodologically robust, strategic, and evidence is disseminated effectively to improve programme outcomes.</li> <li>• <b>Collaborative</b> – studies conducted in partnership with country programmes and other external research groups to ensure analytical and research capacity building and maximum research utilisation.</li> </ul>	
The role	
<p>The role supports Pillars 2 &amp; 3 of <a href="#">MSI's 2030 strategy</a> which focusses on driving financially sustainable private sector services in MSI's centres and enabling client-powered services through safe, efficient access to our products via telemedicine and social marketing. Across all our Pillar programmes, we maintain a foundation in delivering client-centred care and our core mission to provide safe and effective access to abortion services. The Evidence and Impact Advisor will ensure that MSI's</p>	

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programmes are informed by robust data and evidence to achieve tangible impact consistent with our vision; to ensure effective measurement and evaluation systems are in place; and insight and evidence is used internally and externally to demonstrate MSI's impact and value in strengthening MSI's private health systems and the role this plays in achievement of universal access to sexual and reproductive health care.

This is an exciting opportunity for a data analytics and research professional – passionate about driving development to be more effective, equitable, and efficient through rigorous evidence. As part of the team, you will have the opportunity to work across all departments at MSI and directly influence the success of our 2030 Strategy.

You will be working next to people with a wide range of technical expertise and experience, keen to support your professional and personal development and empower you to thrive.

## Key Responsibilities

### 1. Produce data analysis and insights to support operational decision making and best practices for Pillars 2 & 3 of MSI2030 Strategy (40%)

**Lead the technical support, analysis, and evaluation of projects for driving centres and social marketing sustainability, including:**

- Designing the measures for evaluation of sustainability pilots in Pillars 2&3 (e.g. developing monthly balance score cards to Senior Leadership, measuring adoption of self-care products).
- Monitor and evaluate the impact of service initiatives and pilots (e.g. clinic branding, telemedicine for early medical abortion pilots, evolution of maternity care centres).
- Conduct impact evaluation of different initiatives focused on improving the substantiality of our centres network (e.g. health financing, service diversification etc).
- Run “deep insight dives” into client adoption of self-care products such as medical abortion or self-injectables and making recommendations that help inform product development and marketing initiatives.

**Act as a technical advisor in a specialised service channel “virtual team”**

- Provide support to an assigned service delivery channel cross-functional “virtual team” and work with the Pillar 2&3 Manager to support the Channel Director to identify and address channel specific evidence gaps.
- Be seen as a strategic source of channel-relevant evidence and insights to the virtual team and wider organisation. Participate in other virtual teams as necessary.

**Identify opportunities for insight generation and strengthen analytics:**

- Continuously strive to identify opportunities to drive the generation of robust insights and evidence on what works in programming.
- Strengthen the analysis and approaches employed to generate these insights.

- Maximise the use of the routinely available internal data (service data, client exit interviews etc.) to answer key operational questions.

**Provide technical advice/ support on thematic research area(s):**

- Develop knowledge, serve as technical advisor, and carry out research and evaluation activities in one or more specific technical area (s) (e.g. health financing, telemedicine etc).

**Contribute to the effective dissemination of MSI evidence:**

- Produce digestible and impactful evidence products, including digital content (knowledge hubs, newsletters), printed content (evidence briefs, reports, scientific papers) and oral content (presentations at 'deep dive' technical meetings, symposia, conferences).
- Review and quality assure other Evidence team members' outputs (either in the London Support Office or country programmes).

**2. Deliver actionable insights on client demographics, marketing, client experience, and quality of care through coordination and analysis of MSI's annual Client Exit Interview Survey (CEI) (40%)**

**Lead the coordination of the global survey:**

- Project manage the design and roll-out of standardised CEI across the 26 MSI country programmes implementing the annual survey (usually ~22,000 observations annually).
- Quality control survey implementation by providing advice to research/evidence leads in country programmes and monitoring the planning and roll-out of the survey.
- Advise on the integration of survey metrics into routine data systems.
- Advise on the development and implementation of a remote, telephone survey version, the 'CEI-Light'.

**Lead the analysis:**

- Analyse global, regional and/or channel-specific datasets to generate insights for relevant stakeholders.
- Advise on and validate survey metrics including through internal consistency checks. Compare CEI data with routine HMIS data and develop recommendations. Assess the validity of scales and indices used in the survey, including metrics on quality, satisfaction, and wealth.
- Deliver data visualisation of survey findings through web-based data applications or excel-based dashboards.

**Disseminate relevant and impactful insights:**

- Support country programmes in the interpretation, dissemination, and use of data for action planning.
- Disseminate insights from the survey internally within MSI through impactful presentations, webinars, and written reports.
- Disseminate insights externally through conference submissions, written reports and peer-reviewed papers.

### 3. Provide technical support to MSI country programmes to ensure quality evidence generation across all aspects of operations and service delivery (20%)

#### **Ensure high quality research, monitoring, and evaluation activities at the country programme level:**

- Review and help finalise annual and project-specific Monitoring and Evaluation (M&E) plans, aligning to global indicators where possible.
- Co-develop, review, and provide ongoing support to priority research and learning projects in countries to ensure generation of actionable insights for operations.
- Work with MSI country programmes to develop budgeted evidence and research plans to support strategic decision-making and robust evaluation of key donor-funded projects.
- Support the London-based Programme Design and Development team on all country-specific project proposals, to ensure that performance measurement indicators align with MSI global standards, and that all evidence-generating activities are adequately planned and budgeted.

#### **Build capacity in MSI country programmes for evidence generation and data use:**

- Working with 2 to 3 assigned country Research, Monitoring and Evaluation (RME) teams to build their capacity for data utilisation and evidence generation via regular remote or in-country support working on real challenges and problems together e.g., mentorship, coaching, co-production, workshops, training, and other capacity building solutions.
- Ensure long-term capacity development in-country RME teams in data literacy, analysis, data visualisation and study design. This requires developing a deep and wide skill set in using all MSI data analytics tools and processes to be able to support RME teams to use all tools and resources available to them.

#### **Roll out data utilisation and research tools to support performance management:**

- Mentor and coach country programme RME teams to harness the power of MSI data systems to guide strategic decision-making by co-developing, evolving and/or supporting embedding of global tools, including performance dashboards, market research protocols, annual client exit interviews, cost calculators, impact models, quality assessment and client feedback tools.
- Support country teams to collect and use relevant market data from secondary sources such as national surveys or published reports.

Please note that you may also be required to carry out reasonable additional ad-hoc duties, at the request of your line manager.

Please read this description in conjunction with the Person Specification for the role, set out below.

## Signature

By signing below, you indicate that you have read and agree to this job description.

**Full name:**

**Signature:**

**Date:**

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## Person specification

### Introduction

MSI Reproductive Choices (MSI) is one of the world's leading providers of sexual and reproductive healthcare. We believe that everyone should have the right to choose. From contraception to safe abortion and life-saving post-abortion care, we are committed to delivering compassionate, affordable, high-quality services for all.

Today, our organisation has over 9,000 team members working in 38 countries across the world. Our success lies in the fact that MSI teams are locally led, entrepreneurial and results-driven, and are passionate about delivering high quality, client-centered care in their own communities. As a social business, we focus on sustainable delivery, efficiency, and funding models that are built to last, so that the women and girls we serve today will have a choice in the future too.

We know that access to reproductive choice is life changing. For some, it can mean the ability to complete an education or start a career. For others, it means being able to look after the family they already have. For everyone, it means the freedom to decide their own future, creating a fairer, more equal world.

### Key Skills

#### SKILLS

##### Essential

This is a highly specialised role that requires strong project management experience and skills, as well as deep analytical skills and the ability to turn large disparate data sets into meaningful, actionable insights. It also requires someone with the passion and skill in helping motivate their adoption and usage.

- **Extremely strong analytical skills**, highly numerate and analytical with knowledge of a broad range of technical database skills in research and evaluation methods (incl. quantitative and qualitative); SPSS and STATA and advanced knowledge of Microsoft Excel.
- **Strong interpretation skills**, being able to see beyond the analysis and describe what this means for our clients and services and how it feeds in towards reaching our 2030 goals.
- **Ability to ideate and merge datasets and methodologies**, blending large datasets to enhance reporting and "Know how" in data visualisation using PowerBI, Tableau or equivalent and using data to make informed recommendations.
- **Excellent verbal and written communicator**, with the ability to convey complex concepts in plain English to non-technical audiences and to lead confidently representing MSI externally, including liaising with donors and building relationships with external partners. A passion for sharing data, insight, and the benefits that good evidence can bring to an organisation.
- **Ability to review and appraise** findings and proposed project designs to ensure that we deliver clear, usable, and robust insights

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- **Strong project management skills**, with experience leading a multi-component project, ideally a research project. Adept at project coordination, including in multi-cultural teams, with strong systems in place to maintain organisation and meet project timelines.
- **Strong team player**: can quickly and effectively build strong and positive working relationships
- **Drive for results**: Curious, interested, and passionate how data can be used to improve performance and results; challenging the status quo to look for new ways of doing things.
- **Ability to prioritise tasks rapidly and effectively**. Highly comfortable working within deadlines, data constraints and shifting priorities

#### Desirable:

- **Commercial analytics** such as costing; marketing analytics such as client profiling, segmentation & targeting
- **Experience in evaluating marketing** communication, demand generation, and marketing, pricing, and initiatives in commercial private sector environments
- **Qualitative study design and analysis skills**

## Key Experience

To perform this role, it is essential that you have the following experience:

#### Essential

- Proven experience with advanced analytics software such as STATA and excel (R highly desirable)
- Proven experience (a minimum of 3 years) working within a research, data analytics or monitoring & evaluation role
- Have been exposed to a wide range of challenging research, monitoring, and evaluation problems to solve (ideally in healthcare)
- Highly familiar and experienced in writing and editing documents for various audiences, including non-research ones
- Demonstrated experience managing projects involving multiple stakeholders, including priority setting, planning, and influencing with limited authority
- Experience of project management or cross-functional (matrix) team working

#### Desirable

- Proven experience working cross culturally and providing technical support to remote teams and in providing technical research assistance and training to staff, including non-researchers in resource constrained settings
- Experienced in utilizing a range of qualitative research methods to answer key challenges / questions
- Experience with health research, reproductive health, and / or family planning / service delivery / operations environment

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- Experience in evaluating commercial initiatives and deconstructing financial elements of a P&L
- Practical experience in developing donor research log frames and developing evidence based proposals; developing cases studies and data to support winning bids, especially for value for money and new models

## Formal Education/qualification

- Master's Degree, or higher, in public health research, statistics, economics, epidemiology, demographics, health sciences or related discipline - *Essential*
- Proficiency in French highly desirable - *Please state level in application*
- Additional qualification or formal training in research design, epidemiology or impact evaluation, data visualisation such as PowerBI - *Desirable*

## Personal Attributes

We recruit talented, dynamic people with diverse backgrounds and experiences, all united by a belief in our mission and a focus on delivering measurable results. We're proud to be an equal opportunities employer and are committed to creating a fully inclusive workplace, where everyone feels able to participate and contribute meaningfully. You must be open-minded, curious, resilient, and solutions-oriented, and be committed to promoting equality, and safeguarding the welfare of team members and clients alike.

If you're inspired by doing work that directly impacts those most in need, MSI could be a good fit for you. MSI is a fast-paced service delivery organisation. Tangible results are fundamental, and you can directly contribute to them.

### For this role, we're looking for an individual who is:

- **Pro Choice:** Energy, drive, and passion for purpose and MSI Reproductive Choices' mission, able to inspire others with the MSI mission.
- **Excellent communication skills** both through verbal and written methods, including sharing compelling stories via data, explaining complex ideas simply, and presenting to senior audiences.
- **Highly numerate;** able to analyse and critically query complex data
- **Excellent attention to detail;** methodical and precise
- **Highly developed skills to influence and persuade** with the ability to build relationships quickly and effectively with team members and stakeholders at all levels
- **Strong self-starters** with proactive attitude
- **Flexible attitude** towards working in a fast-changing operating environment. empathetic patience and thoughtfulness even in high-pressure, stressful situations
- **Able to travel internationally**

If you fit the above and are easy-going yet concentrated, eager to help, sharp, capable under pressure, and have an eye for detail, we look forward to hearing from you.

## Our Values

**Mission Driven:** With unwavering commitment, we exist to empower women and men to have children by choice not chance.

**Client Centred:** We are dedicated to our clients and work tirelessly to deliver high-quality, high-impact services that meet their individual needs.

**Accountable:** We are accountable for our actions and focus on results, ensuring long term sustainability and increasing the impact of the Partnership.

**Courageous:** We recruit and nurture talented, passionate, and brave people who have the courage to push boundaries, make tough decisions and challenge others in line with our mission.