

Week 5: Staffing Needs

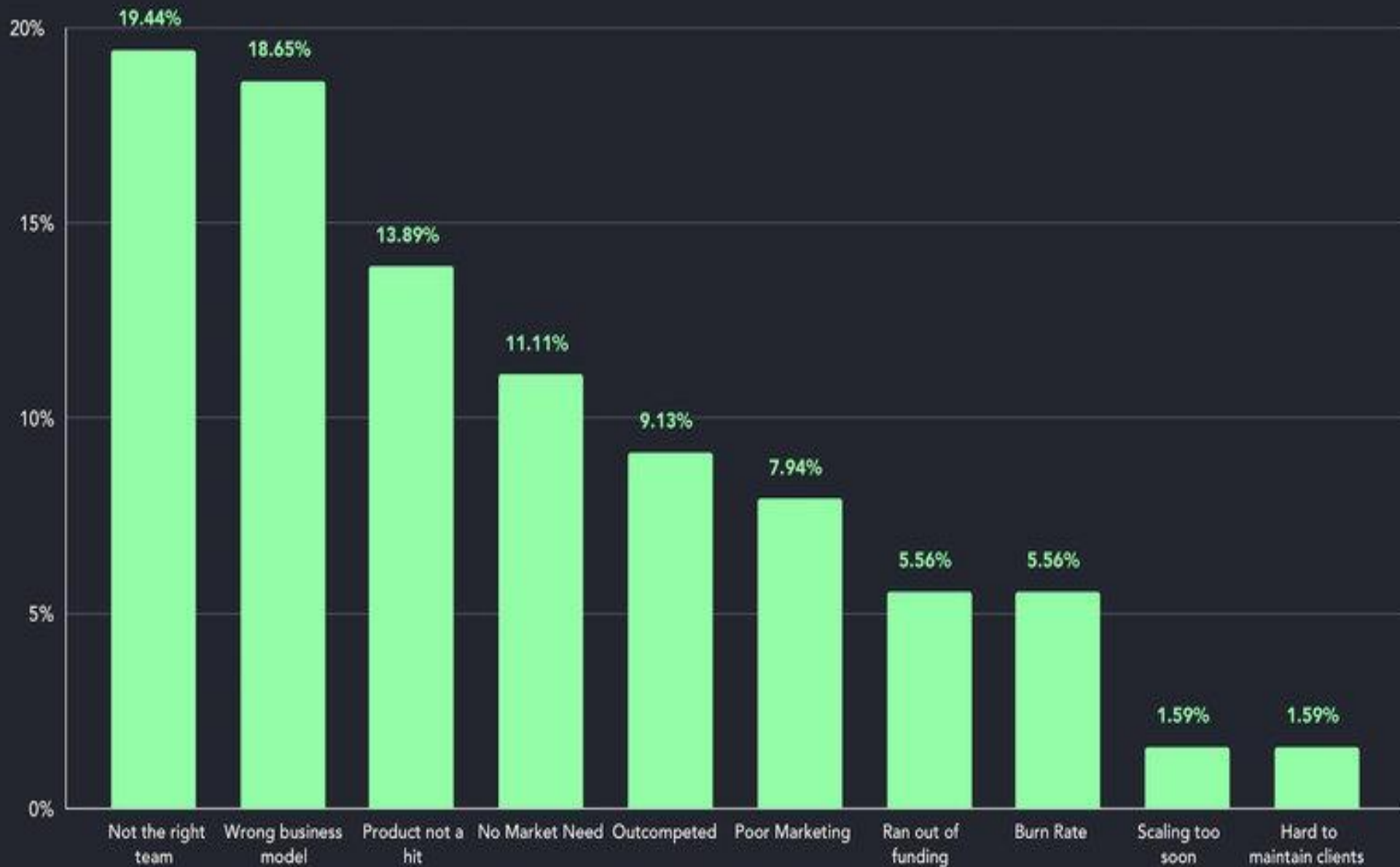


STAFFING NEEDS FOR STARTUPS/CBO/NGO & CREATING JOB DESCRIPTIONS

**Learning
Outcomes**



Autopsy Data Analysis: Top 10 reasons startups fail based on 300 failed startup autopsies



①

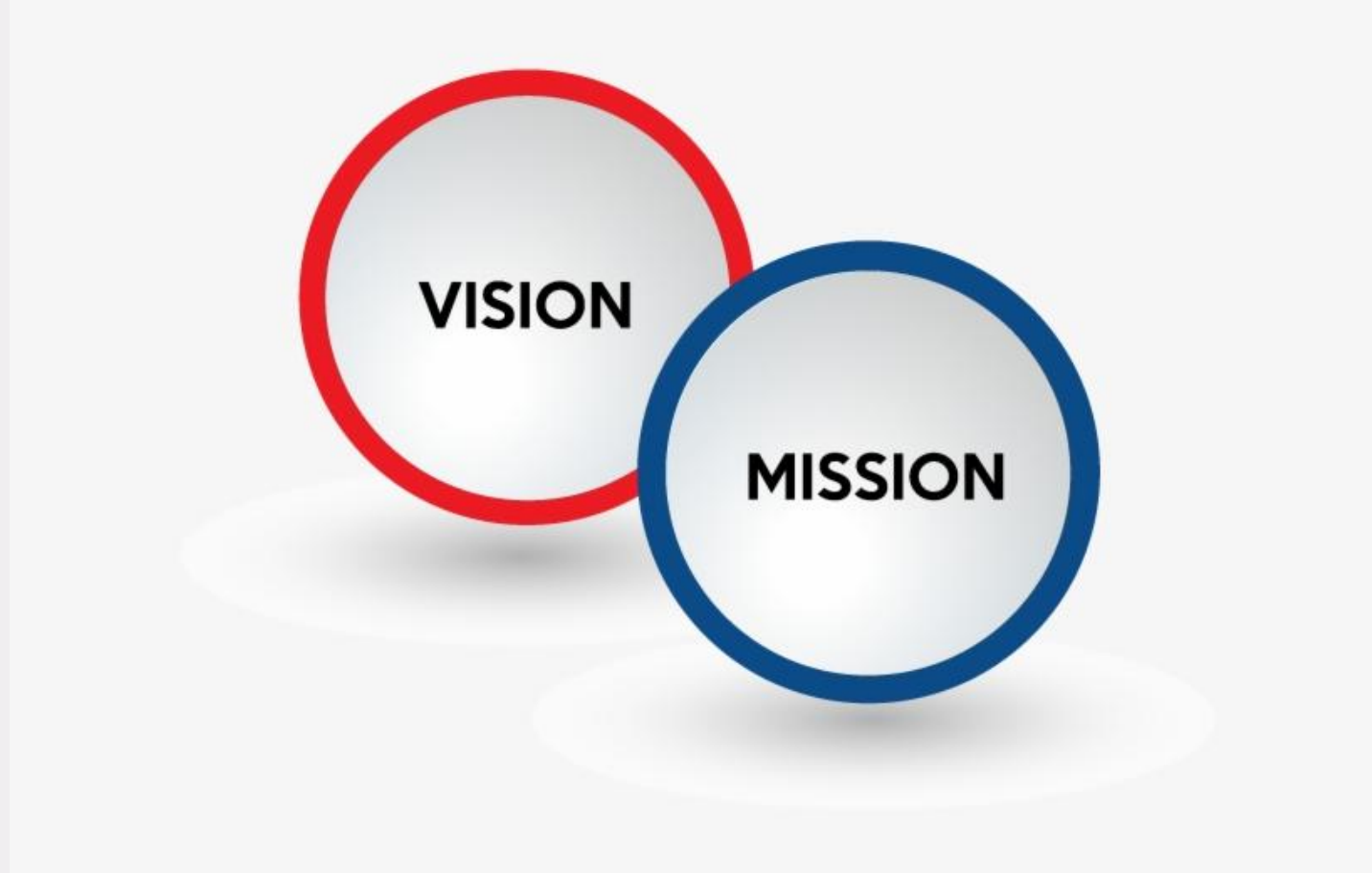
**How do you
determine staffing
needs at the
start-up stage of a
business and
CBO/NGO?**



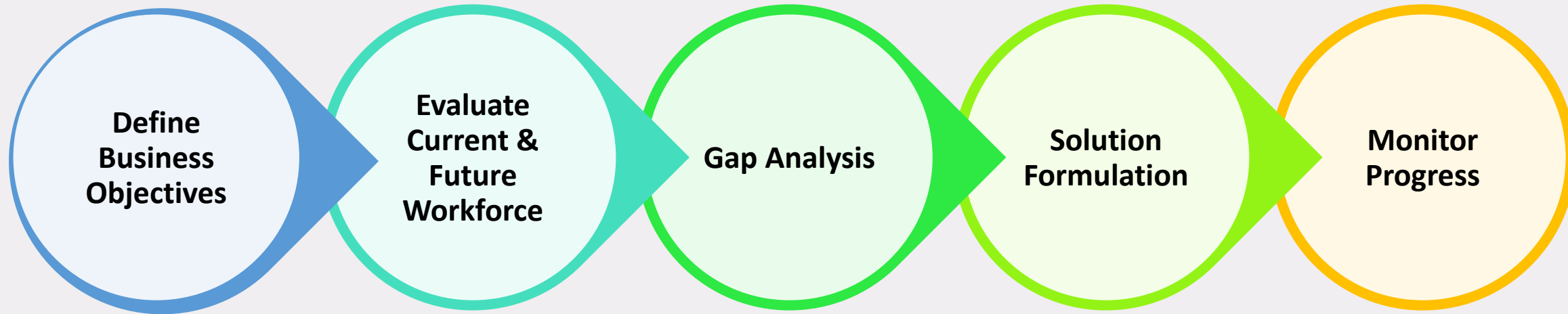
Strategic Workforce Plan

Strategic Workforce Planning is the process of analyzing, forecasting and planning workforce to ensure that an organization has the right people – with the right skills in the right places at the right time in order to fulfill its mandate and strategic objective.

Start with your Vision and Mission



Strategic Workforce Plan



**What roles are
essential for a start
up business,
CBO/NGO?**



First roles to hire for your startup business

**Chief
Operating
Officer**

**Chief
Executive
Officer**

**Chief
Financial
Officer**

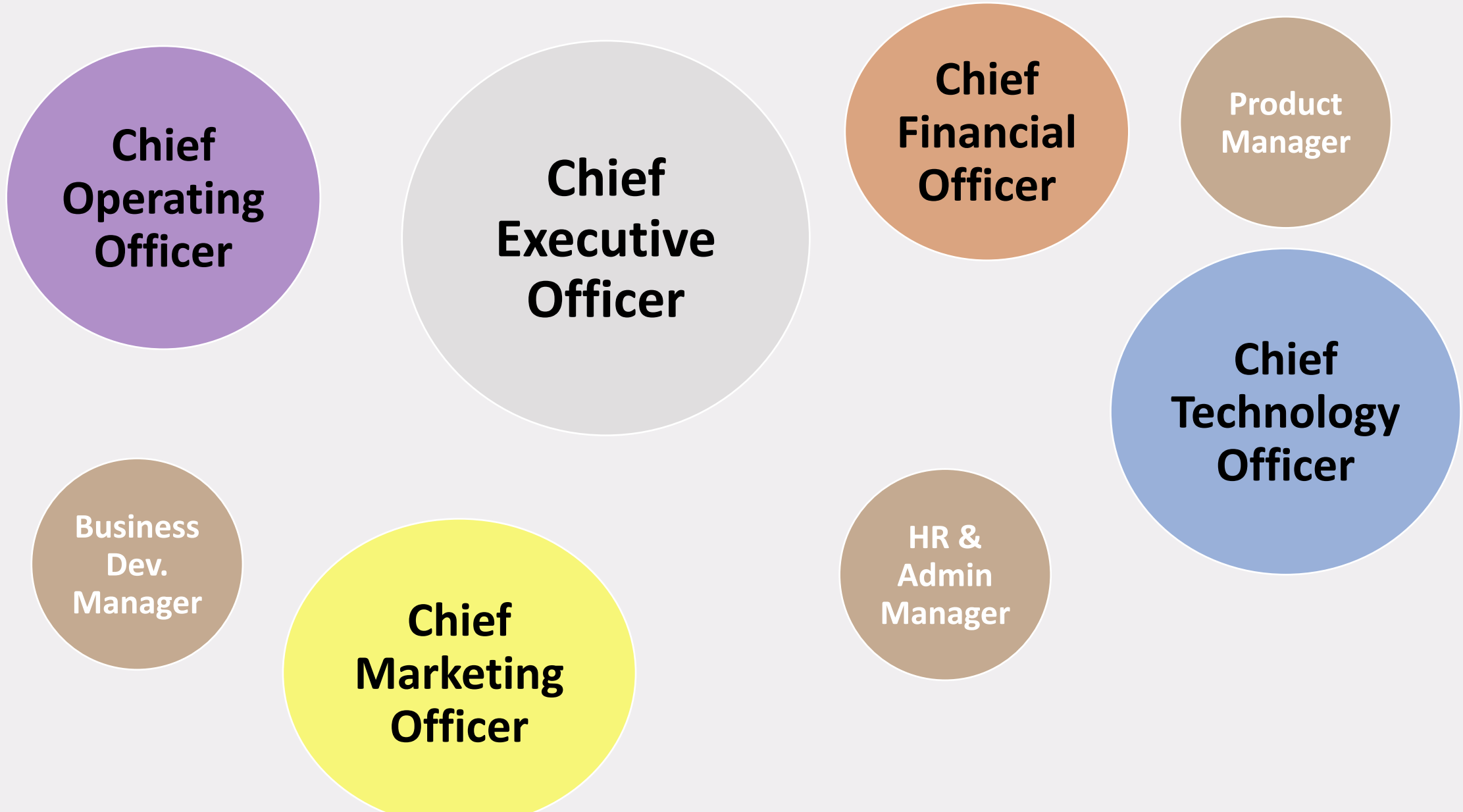
**Product
Manager**

**Chief
Technology
Officer**

**Business
Dev.
Manager**

**Chief
Marketing
Officer**

**HR &
Admin
Manager**



Board of Directors

Program Manager

Executive Director

Organization
Development Manager

Monitoring &
Evaluation Manager

Finance & Admin/HR
Manager

Communications &
Advocacy Officer

Office Administrator

Volunteer Coordinator

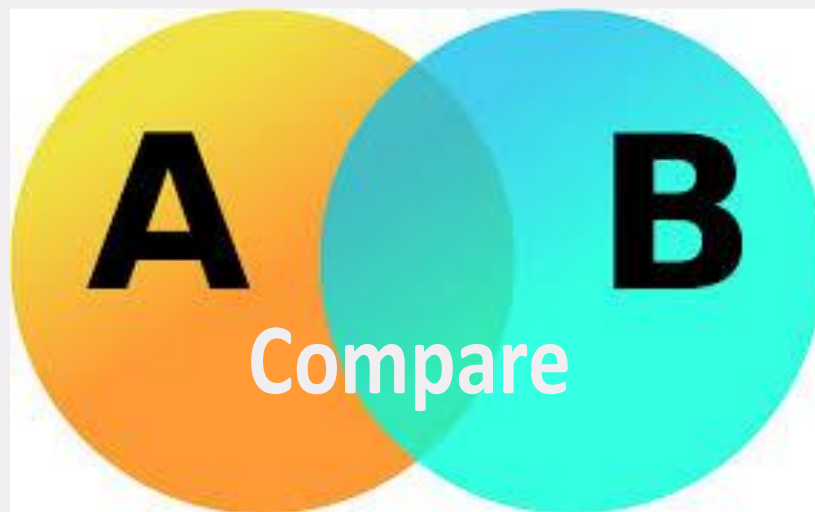
Technical Officer

**Essential Roles for your
Startup CBO/NGO**

**Factors to consider
when deciding if
positions can be
paid or unpaid**



Paid Position	Unpaid Position
Work for pay	Work without pay
Full-time, part-time, fixed term, contract, casuals, interns	Volunteers, interns
Compensated	Incentivize
Motivated by money	Motivated by passion



Creating job descriptions



"A job description is an organized, factual statement of the duties and responsibilities of a specific job." - Edwin

B. Flippo.

Job Description Outline

- Job title
- Summary
- Reporting Hierarchy
- Duties and responsibilities
- Required qualifications
- Experience
- Skills and abilities
- Working conditions

Job analysis refers to the process of identifying and determining the duties, responsibilities, and specifications of a given job.

Courtesy: Careermins

Job Analysis

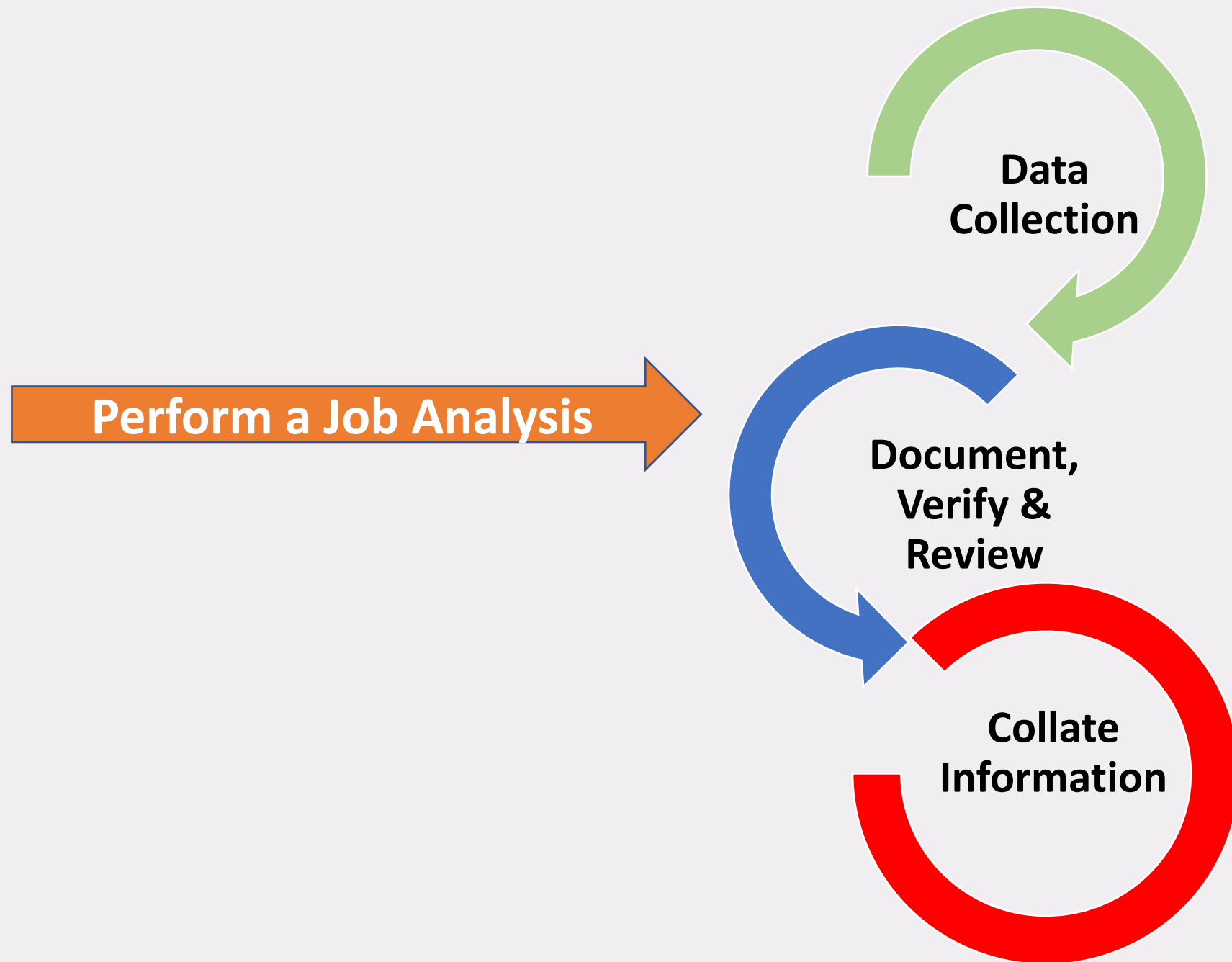
```
graph TD; A[Job Analysis] --> B[Job Description]; A --> C[Job Specification];
```

Job Description

- Job Title
- Job Location
- Job Summary
- Reporting to
- Working Conditions
- Job Duties
- Machines to be Used
- Hazards

Job Specification

- Qualifications
- Experience
- Training
- Skills
- Responsibilities
- Emotional Characteristics
- Sensory Demands



JOB DESCRIPTION

JOB TITLE: Programme Manager

JOB TYPE/TERMS OF ENGAGEMENT: Full Time

LOCATION: Nepal, India

SUPERVISOR/MANAGER: Director of programs

ABOUT XYZ

Are you a self-driven, passionate and goal-oriented individual? We are looking for you.

At XYZ we strive to make the world a better place by providing accessible health, water and sanitation services to the underprivileged and marginalized communities. We believe that everyone has a right to clean water and good health.

If you feel you share in our beliefs, then we would like you to part of this great story.

JOB SUMMARY:

The general purpose of the Program Manager is to set-up, develop and grow the XYZ's activities, ecosystems, partnerships and, ultimately, its impact in India. The Program Manager needs excellent team management skills and external representation talent across various stakeholders - from interfacing with small, informal businesses to large multinationals, government representatives, and development partners. The Program Manager works closely with the implementing field teams to build and grow the ecosystem's brands, implement and optimize the XYZ, and bring in new business and partnerships.

MAIN DUTIES/RESPONSIBILITIES:

Program Management, Development & Coordination

- Work with Marketing & Communications Manager for designing and implementation of promotions, tools, and additional marketing activities.
- Represent field team to highlight their successes and challenges for timely resolution by liaising with the data team and the relevant global team

People Management

- Responsible for recruiting and training of XYZ Managers and Facilitators.
- Support and capacity build the field team in achieving their performance KPIs as well as providing regular reviews and performance improvement plans.

Program Strategy & Partnerships

- Work with the Director of Programs and global team to identify opportunities for strategic collaboration to enhance and expand our current footprint.
- Represent XY at country and partner meetings as relevant, positioning XYZ'S platform appropriately.

Employee Signature _____

Date: _____

SKILLS & EXPERIENCE

Qualifications:

- MBA/Masters degree.
- At least 6 years of experience in managing the implementation of marketing/mobilization activities (preference given to those with program management experience)

Experience:

- Managing implementation teams of 20+ members with the successful delivery of outputs.
- Working knowledge of digital marketing
- Outstanding working knowledge of change management principles and performance evaluation processes

Skills:

- Exceptional leadership, time management, facilitation, and organizational skills
- Exceptional written & verbal communication skills in Hindi and English.
- Experience in writing and implementing operational plans.
- Ability to establish priorities, work independently, and proceed with objectives without supervision.
- Understanding of the pyramid healthcare, sexual reproductive health or behavioral economics.
- Understanding of culture and vision of the development sector.

Working Conditions

- The physical exigencies of this position requires the employee to work both inside and outside in heat/cold, wet/humid, and dry/arid conditions.
- May be requested to work overtime and weekends for special program events.
- Will be required to travel outside work-station from time to time.

Recruiting strategies for paid vs unpaid positions

A yellow sticky note is pinned to a brown corkboard with a white pushpin. The note has the text "Join Our Team!" written in black, casual handwriting. A faint "dreamstime." watermark is visible across the middle of the note.

Join Our
Team!

Recruiting Strategy

A recruitment strategy is a carefully thought out plan that outlines the steps and activities that an organization intends to take in order to identify, attract and recruit qualified candidates to fill open positions.

How to Recruit for Paid Positions

- **Review your Workforce Plan**
- **Decide on the quality of candidates**
- **What is your employee value proposition (EVP)?**
- **Define your sourcing strategy**
- **Improve your onboarding process**
- **Create a budget to support your recruitment strategy**

Recruiting for Unpaid Positions

Volunteers

- Prepare your volunteer recruitment guidelines
- Decide on your sourcing strategy
- Offer different volunteering opportunities
- Have clear job descriptions
- Incentivize the volunteers

Recruiting for Unpaid Positions

Interns

- ☐ Build an internship program
- ☐ Prepare a training program
- ☐ Develop a job description for your interns
- ☐ Decide on where to source your interns from
- ☐ Determine a selection criteria
- ☐ Compensate



Note:

It is important to understand the legal guidelines and labor laws stipulated in your specific country for recruitment i.e. for paid positions, interns and volunteers in terms of fair working practices and compensation.

**How do you
pitch/sell/convince
the right people to
take on an unpaid
position**



- ✓ Provide valuable hands-on experience
- ✓ Flexible work environment
- ✓ Promote organization mission and vision
- ✓ Offer Training opportunities
- ✓ Create networking opportunities
- ✓ Mentorship opportunities

**Benefits that can be
provided for unpaid
positions**



- **Allowances**
- **Reimbursable expenses**
- **Recognition Awards or Certificates or Thank you notes**
- **Training Opportunities**
- **Acts of gratitude**
- **Networking opportunities**
- **Recommendations**

