

Opportunity for an individual consultant

# Rural Water Marketing Intelligence Expert

Job Title	Organisation	Type	Experience	Location	Apply by
Marketing Consultant	Skat Foundation	Consultancy	Mid-Level (5+ years) / Senior (10+ year)	Remote	8 January 2021

## BACKGROUND

Eight out of ten people without access to even a basic water service live in rural areas. Even those that notionally do have access to safe water often face long queues, high prices and unreliable supply. The REACH programme and RWSN are looking for ambitious researcher to help us tackle this deep-rooted problem.

REACH is a global research programme funded by the Foreign Commonwealth and Development Office (FCDO) and led by the University of Oxford that aims to improve water security for ten million poor people in Africa and Asia by 2024. The Rural Water Supply Network (RWSN), hosted by Skat Foundation, is the global network of more than 12,000 rural water supply professionals that has a vision of a world in which all rural people have access to sustainable and reliable water supplies, which can be effectively managed to provide sufficient, affordable and safe water within a reasonable distance of the home.

RWSN is partnering the University of Oxford under the REACH programme to administer a global diagnostic of rural water service providers. The aim of the work is to provide an evaluation of the scale and performance of rural water service providers to inform a strategy to develop results-based funding for 100 million people by 2030. The work is linked to the findings of the [Uptime consortium](#) in demonstrating results-based funding and pathways to sustainable funding to progressively meet safely-managed water goals.

**A key challenge is identifying, contacting and collaborating with the public and private sector organisations and individuals who are responsible for large-scale rural water supply services and programming across the globe.** This Expression of Interest is to canvas initial interest and expertise from an individual consultant with established and extensive networks of large-scale rural water supply services and programmes across a number of regions and/or countries. The contract period will be December 2020 to December 2021

## THE BRIEF

### Activities and outputs

1. To develop and execute a marketing strategy to identify and attract key individuals and institutions in the public and private sectors who are responsible for delivery of rural water supply services or programmes in their countries. (*While emphasis is on the poorest in Low and Middle Income Countries worldwide, it is also recognised that even in some High Income Countries, rural areas (or some specific groups) are neglected or excluded.*)
2. To work with the Global Diagnostic Researcher and the Eastern Europe and Central Asia Consultant to reach out to rural water service providers, and service authorities, to gather and analyse existing operational and financial performance data.
3. To lead the implementation of the marketing strategy so that target individuals are encouraged to join RWSN, and to develop/recommend Customer Relations Management (CRM) that will allow REACH and RWSN to systematically manage and prioritise communications and collaborative activities with rural water service providers and other key stakeholders.

### Requirements

- An individual consultant, not a firm.
- The candidate should have:
  - A strong personal global network of senior programme or technical officers in national ministries and agencies responsible for water supply, and bilateral/multilateral development partner organisations (ideally the World Bank).

AND/OR

- A strong background in marketing, networking and communications that can identify and find the right profile of rural water supply operators and senior government water supply officers.
- Fluency in English. One or more languages from Spanish, French, Portuguese, Arabic, Hindi or Chinese is an advantage.

### Terms of the Assignment

- Budget: £20,000.
- Period: February to December 2021
- Contracted to Skat Foundation as independent consultant. Amount payable in UK Pounds Sterling based on invoices and delivery of outputs and intermediate milestones.
- All work is expected to be conducted remotely (home-based). The consultant will be in regular contact with the REACH/RWSN project team.

## Apply

1. Send a short proposal (not longer than 2 pages) on your approach to activities and outputs outlined above, as well as your CV (up to 4 pages) and financial proposal (daily rate).
2. Send by email to [ruralwater@skat.ch](mailto:ruralwater@skat.ch) no later than 8 January 2021

As part of the proposal, the consultant will be expected to provide a critical appraisal of which geographical areas could be targeted to access operational and financial data on the management of rural water services.

Shortlisted candidates will be contacted to present fuller proposals and online interview. We strongly welcome interest from women and experts from the global south.

## LINKS AND BACKGROUND READING

- Uptime Working Paper (2020) [Results-Based Contracts for Rural Water Services](#)
- Uptime Working Paper (2019) [Performance-Based Funding for Reliable Rural Water Services in Africa](#)
- [REACH publications and resources](#)
- [RWSN Sustainable Services resources](#)
- UPGro findings on rural water supply [functionality](#) and [sustainability](#) in Africa
- [Fundifix](#)

*REACH is managed by the [School of Geography](#), University of Oxford, Oxford UK. The RWSN Secretariat is hosted by [Skat Foundation](#), St. Gallen, Switzerland. Details subject to change.*