

DIGITAL GREEN

CHIEF STRATEGY OFFICER

www.digitalgreen.org

The Organization:

Digital Green is a not-for-profit international development organization that uses an innovative digital platform for community engagement to improve lives of rural communities across South Asia and Sub-Saharan Africa.

The organization partners with public, private and civil society organizations to share knowledge on improved agricultural and health practices.

Current Scope:

- Digital Green has scaled its approach in collaboration with over 40 organizations across India Ethiopia, Afghanistan, Ghana, Niger, Tanzania, Malawi, and Papa New Guinea.

Approach:

- Digital Green trains its partners to produce short videos featuring local community members sharing improved agriculture and health practices, and to facilitate their distribution using mobile projectors among small community groups. Data and feedback is collected to inform the production and distribution of the next set of videos in an iterative cycle that progressively better-addresses the needs and interests of a community.
- The organization uses a variety of communication channels, including broadcast television, radio and mobile applications, to disseminate and reinforce this social and behavior change communication and to build the capacity of frontline workers.
- Digital Green has developed a range of open-source technologies - from management information systems that operate in places with intermittent connectivity, to a mobile media library accessible to individuals with limited literacy to a mobile application - that help farmers aggregate, transport, and sell their produce at local markets.

Impact:

- Digital Green's approach fundamentally transforms agricultural extension and health delivery systems from the inside-out by organizing knowledge across large cadres of frontline workers, strengthening community groups, and targeting developing programs. In a controlled evaluation, Digital Green's approach was found to increase the cost-effectiveness of an existing delivery program by a factor of 10 times, per dollar spent.
- Digital Green's network of partners and communities have produced more than 4,000 videos in 28 languages that reach more than 800,000 individuals (80% women) across 8,000 villages every fortnight.

Goal:

- To engage 2 million households in over 11,000 villages in South Asia and Sub Saharan Africa by 2017, to live a life of dignity and build technology-enabled platforms for rural development that others can use to create a larger impact in even wider geographies.

Platforms:

- Digital Green works with existing public, private, and civil society organizations, aiming to amplify their effectiveness through an ICT-enabled approach. The model combines technology and social organization to catalyze an exchange of knowledge and innovations on issues ranging from sustainable agriculture to public health to affect the behaviors of rural communities. .
- The scale of Digital Green's operation enables it to expand the boundaries of the impact that its approach can have, from social and behavior change to stimulating entrepreneurship and aggregating community demand for rural communities to access public finance and markets.

Digital Green's Manifesto:

- We use technology to amplify good and partner with organizations and individuals that have the hearts and minds to realize its potential.
- We elevate others to imagine a better future for themselves as they are the sources of inspiration that lead to innovation.
- We have the self-awareness to recognize our own limitations as we seek to get to the root of an issue and find the bright spots that can provide a path forward.
- We avoid fixating ourselves on packaged solutions and remain nimble in a dynamic world.
- We often find ourselves in uncharted territory, but we push ourselves to take risks and act at scale because time is short, particularly for those in need.
- We innovate, not for the sake of innovating, but to make an impact.
- We celebrate failures and successes – big and small – understanding that we will not get it right every time, but we get better each time we try.
- We know that change won't take place by one organization, let alone one department, so we create spaces that focus on pragmatic ways to accomplish that end game and defy vested interests, egos, and ideologies.
- We see ourselves – whether leading from the front or behind the scenes – as a forum for breaking silos and bringing together interdisciplinary groups that might not otherwise join hands, but do so because of the mutual trust and respect that we help engender.
- We will never be satisfied until poverty is history and every individual is able to live a life of dignity.
- We have each other's back as we know this challenge is not easy and we know that investing in supporting the growth and achievements of one another is as important as those that we serve.
- We believe if we are successful we will have worked ourselves out of a job and our culture will remain our legacy.

Overview:

- The Chief Strategy Officer will report to the CEO and will be a member of Digital Green's executive leadership team. They will:
 - Develop and coordinate both long- and near-term strategic plans across the organization to foster expansion while simultaneously ensuring a dynamic, nimble and efficient organization;
 - Ensure that Digital Green, at every level, thinks and acts strategically at all times; engage the executive leadership team and senior management team more directly to set programmatic and budgetary priorities;

- Develop processes to source ideas, adapt and integrate approaches, and drive innovation within Digital Green's technology, program, research and learning, and training teams as well as execute pilots of their own that enhance Digital Green's impact;
- Identify new opportunities by setting and coordinating the organizations's research and learning agenda, setting success criteria and metrics, and reviewing and analyzing data to ground strategies in field realities;
- Recruit and mobilize a team of internal and external technical experts in areas such as agriculture, nutrition, and training, to inform program design;
- Partner with Digital Green's human resources team to align program strategy with organizational development;
- Align strategic initiatives and mission-critical objectives across the organization, including planning and developing new or expanded programs/initiatives, collecting/evaluating metrics and data to supporting strategy, and driving innovation and partnership activities;
- Critically, lead concept development for new products, partnerships, and initiatives, including business cases and communications strategies for new initiatives.

Specifically, they will oversee:

- Strategic planning & innovation
- Business development & partnerships
- Measurement & evaluation, research, learning
- Innovations and pilot initiatives
- Technical & thought leadership functions
- Engagement, communications, & external affairs

Key Responsibilities:

Leadership:

- Serve as a trusted advisor to the CEO and executive leadership team; drive innovative thought leadership and perspectives in the forging and of ideas and decisions;
- Partner in advancing the mission and serve as a standard bearer of organizational philosophies and behavioral competencies;
- Coordinate team of technical experts to inform program design and manage pilot initiatives on a global basis;
- Lead business development, communications, and advocacy to identify or create new growth opportunities;
- Provide leadership in establishing, reviewing, and enhancing data analytic, research, and learning capabilities for optimal strategic and planning purposes;
- Step-up to manage the rollout of an project or initiative from end-to-end when necessary;
- Support organizational development strategy to support strategy and innovations agenda;
- Recruit and manage key staff; assume a professional development and coaching role for team members and promote work culture to support strategy and innovation

Strategy & Innovation:

- Conduct ground truthing visits; review literature, set and analyze research & learning agenda; drive processes to collate data and insights from technical experts, technology team, research & learning team, and program leads; pilot new initiatives; develop organization-wide strategies and galvanize team around them;
- Coordinate, review, and ensure that organizational goals and objectives are set;
- Develop annual operating plans as well as 3-5 year organizational strategies;
- Measure ability to meet goals by establishing and tracking objectively verifiable metrics;
- Lead concept development for new products, partnerships, and initiatives, including development of proposals and business models for new initiatives;
- Engage technical experts and research & learning team to improve program design, explore ways in which technology and social platforms can be layered to maximize multi-sectoral impact, and identify new opportunities for growth;
- Drive critical thinking, self-reflection, and innovation.

Opportunity Development:

- Turn present and yet unimagined opportunities into viable opportunities;
- Diversify revenue streams and discover promising new economic models;
- Help cultivate, harvest and monetize innovation;
- Create, package, promote and productize Digital Green's approaches and tools;
- Grow the portfolio.

Promote and Influence:

- Promote Digital Green as the preferred partner for multi-lateral, bi-lateral, corporate and foundation funding and content-driven partnerships;
- Engage technical and program specialists to develop thought leadership and communication strategies;
- Gauge when amplifying the work of partners is the best path and when it might be better for Digital Green to engage communities directly to create an impact;
- Convene and influence decision makers and constituents within Digital Green and externally to produce and drive a strategy and innovation agenda;
- Forge smart and productive partnerships that promote a shared sense of purpose and mission.

Experience:

- Demonstrated experience in progressively responsible management and leadership positions;
- Prior experience successfully conceiving of, and implementing, a growth strategy and innovations and change management in an international environment, with a systems-oriented mindset;
- Demonstrated familiarity with non-profit international development landscape, preferably with hands-on technology development experience;
- Experience building, partnering and maintaining excellent relationships with a variety of donor organizations, government agencies, corporations, civil society, etc.;
- Excellence in working effectively with diverse groups, including technical and program leads of different disciplines, including agriculture, health and training;
- Demonstrated initiative and creativity in innovation and problem solving, preferably in rural development;

- Data-driven decision maker that evaluates trade-offs and cost-benefit ratio of multiple options and can zero in and drive priorities with laser-like focus
- Experience with multi-location, multi-cultural teams, especially in South Asia and Sub-Saharan Africa
- Demonstrated experience in leading the design and building of protocols and systems in a startup environment
- Track record in successfully and effectively managing complex global programs with the ability to leverage strengths across the organization.

Key Characteristics:

- Genuine passion about the opportunity improve the livelihoods of the poor;
- Willingness to roll up one's sleeves; non-hierarchical, collaborative, self-aware, ambitious, energetic;
- Takes responsibility and independent charge while bringing together other view points and garnering broader buy-in. Ability to influence organizational change without authority;
- Seasoned social entrepreneur that is able to see the value of engaging donor resources and government partnerships as well as private enterprise and civil society for different streams of activity and has a sense of how disparate mandate and incentive structures can be brought together to create shared value;
- Clear evidence of an entrepreneurial, innovative approach;
- Curious problem-solver who challenges assumptions;
- Sense of the opportunities and limitations of technology in rural development;
- Able to seamlessly transition between seeing the forest for the trees and nurturing one tree at a time;
- Possesses a global outlook, capable of working comfortably in a cross-cultural team-oriented environment;
- A strong impact orientation, prioritizing the path to maximize impact of Digital Green's work;
- A committed and effective communicator with excellent English language, public speaking, written and verbal communication skills that extends from the board room to farmers' fields;
- Drive, discernment, humility, passion of purpose;
- Impeccable integrity and credibility; high professional and personal bar; an individual others can trust without reservation.

Location:

- The position will be based in either Washington, DC or in San Francisco, CA
- Ability and willingness to travel (and potentially live on a short-term/project basis) internationally

To Apply:

Please submit your resume and cover letter to Tory Clarke at our search firm, Bridge Partners:
Tory.Clarke@bridgepartnersllc.com

*Applications will be considered on a rolling basis,
so candidates are encouraged to apply as soon as possible.*