

Document Control

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1.0	24/9/25	Job roles
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1.2		

1. Team Matchmaking

“Team Matchmaking” is the key enabler to link African businesses and entrepreneurial projects to funding sources (donors, sponsors and investors) by creating and increasing awareness and market recognition of OVO, the OVO Acceleration Fund and ST4A in general.

The team is in charge of fundraising for specific ST4A projects requiring investment funding and of raising gifts to finance the OVO operations, the OVO Acceleration Fund and of selected NGO projects.

The team is headed by the **Team Leader Matchmaking** who is in charge of:

- The overall planning, coordination and follow up of the team’s cells and job roles
- People management within the team
- Brand Management. The Team Leader Matchmaker acts as (Lead) Brand Manager (see below). (S)he may delegate part of this role to volunteers.
- Investor acquisition for concrete ST4A investment projects approved by the Investment Committee.
- Maintaining structural partnerships with investment partners
- The team can call upon a sounding board: the Senior Council Matchmaking. This is a standing committee of former OVO board members & alumni who can advise about past and future opportunities when called upon.

Team Matchmaking hosts 2 cells:

2.3.1. Marketing

The prime objective of the Cell “Marketing” is to create, increase and sustain brand recognition and awareness of OVO and ST4A, targeted at an audience of European-based businesses and business organizations, Belgian government and related relevant institutions, investment funds, educational organizations and the general public.

The Cell hosts 2 distinctive job roles:

- **Brand Manager** who takes care of the overall creation, enhancement and management of the ST4Africa & OVO branding.
- **Market Analyst** which is a role focusing on data gathering and analysis regarding target groups and stakeholders.

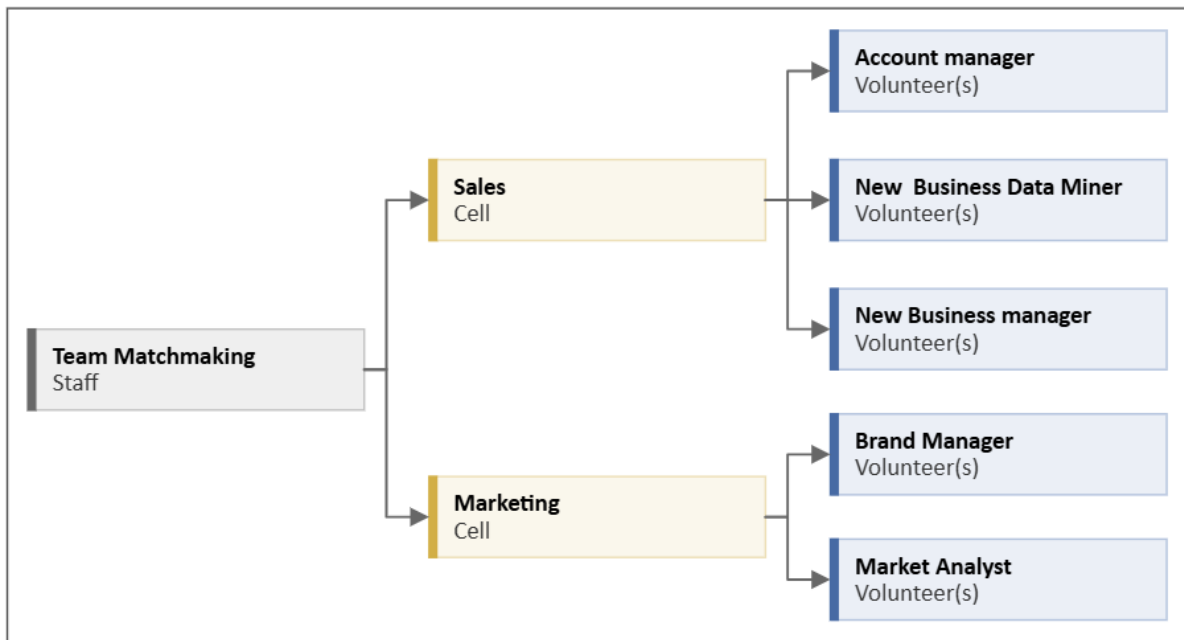
2.3.2. Sales

The Cell “Sales” is in charge of acquiring, establishing and maintaining a network of funding sources, both structural and ad hoc, and, both to as well finance ST4Africa project investments, the OVO Acceleration Fund and selected NGO projects as internal OVO operations via structural OVO partners.

The Cell Sales pursues its objectives and targets via 3 distinctive job roles:

- **New Business Manager** whose main objective is the acquisition of new partners and funding sources via prospection and active selling.
- **New Business Data Miner** is a research role in support of new business development. The focus is on identifying target prospects or prospect groups in line with the commercial strategy and on preparing an identification file on selected prospects, including foundations and subsidies.
- **Account Manager** whose main objective is to maintain and deepen relations with existing partners and sources of funds in order to guarantee continuity of funding.

Job roles Team Matchmaking



BRAND MANAGER

Team Matchmaking – Cell Marketing

Key Role Objectives

- (S)he coordinates and manages marketing campaigns across various platforms to assure a high level of brand recognition to attract investors as well as structural partners and volunteers.
- Marketing is an essential constituent of external communication (which is defined as a transversal domain). In this respect marketing campaigns are designed and executed in close coordination with the transversal external communication coordinator.

Competence Profile

- The Brand Manager role requires experience in marketing, preferably with a specific focus on networks of partner organizations and marketing of services.
- The role's skill profile is characterized by:
- Ability and creativity to develop short and long term plans
- Good communication skills,
- Familiarity with digital marketing tools and platforms
- Data driven analytical skills to interpret research data and the ability to adjust campaigns and plans to it

Responsibilities

- **Brand Marketing Planning:** develop a brand strategy, plan and associated budget to achieve the brand goals.
- **Market Research:** the Brand Manager sets the market research needs for the execution of the market research, the data collection, processing and analysis the Brand Manager can rely upon the Market Analyst.
- **Marketing Channel Strategy:** the Brand Manager designs the Marketing Channel Strategy for delivery of consistent brand messages to the various target groups and stakeholders. For the execution of the Marketing Channel Strategy (channel selection, channel setup and delivery) the Brand Manager can rely upon the coordinator of the transversal domain external communication
- **Content Creation:** the Brand Manager sets the framework for content creation. (S)he also triggers and supervises the production of main brand brochures (printed and digital). Actual content creation may be done by many contributors throughout the organization but is all coordinated via the transversal coordinator of external communication who finally edits and safeguards the consistent brand image.
- **Promotion Strategy:** the Brand Manager is in charge of designing, planning and budgeting effective and focused promotional campaigns targeting the different target audiences.

MARKET ANALYST

Team Matchmaking – Cell Marketing

Key Role Objectives

- The role of the Market Analyst is to enhance the organization's market intelligence by collecting and analyzing market data regarding evolving trends, stakeholder categories, competition, etc.

Competence Profile

- The Market Analyst has proficiency in:
- data collection and data analysis
- converting raw data in interpretative reporting
- office administration software and dashboard design
- Experience in digital marketing platform and tools is required.

Responsibilities

- Market Research Design: the Market Analyst identifies the target market segments that need to be researched and defines the topics for which information needs to be collected. (S)he proposes methods of data collection, the volume and frequency of collection, the data model and the type of data analysis to be performed.
- Market Research can take the form of a permanent process of market watching or of an ad hoc project in the context of a specific issue. Exploitation of data from the digital marketing channels will rather have the form of a periodic or permanent process.
- Market Data Collection: the Market Analyst actually executes the data collection as defined in the research design.
- Data Analysis and Reporting: the Market Analyst actually performs the data analysis as defined in the research model and prepares a report for use by other roles in the organization or for underpinning decision making in the Management Team or Board of Directors.

NEW BUSINESS MANAGER

Team Matchmaking – Cell Sales

Key Role Objectives

- The New Business Manager is in charge of expanding the network of partners and investors in order to fulfill the growing need for funding.
- (S)he identifies, and prospects potential interested parties

Competence Profile

- The New Business Manager ideally can rely on a broad network and demonstrate excellent networking skills.
- (S)he has good communication, presentation and selling skills.

Responsibilities

- Fund Generation: the key responsibility of the New Business Manager is to generate additional funding:
 - Recruit and motivate investment partners to participate and invest in ST4A projects
 - Recruit long-term OVO partners to annually contribute to OVO Operations
 - Acquire funding for the OVO Acceleration Fund
 - Recruit and motivate to donate to the ngo-projects
 - Identify subsidy opportunities
 - Identify consulting assignments and partners for these assignments
 - Acquire funding from foundations
- Network Identification: the New Business Manager tracks and identifies new prospects to build a pipeline of potential future additional funding. For this task the New Business Lanager is supported by the New Business Data Miner who collects data on prospective contacts and prepares a starting file for the New Business Manager.

NEW BUSINESS DATA MINER

Team Matchmaking – Cell Sales

Key Role Objectives

- The New Business Data Miner is a research role in support of new business development. The focus is on identifying target prospects or prospect groups in line with the commercial strategy and on preparing an identification file on selected prospects for use by the New Business Manager.

Competence Profile

- The role requires the combination of excellent data analytical skills and business understanding. Specific skills are:
- knowledge of and insight in publicly available data sources on potential target businesses and partners
- analytical skills to analyze high volume of data and extract the essential elements
- good reporting skills to summarize findings in a practical file for use by the New Business Manager

Responsibilities

- Defining target groups
 - Working closely with the Brand Manager and Market Analyst to define targets
- Analysis of target groups:
 - Identify publicly available data on target groups
 - Analyze data in order to understand specific targets and trends
 - Identify and extract potential motives and business advantages for prospects
- Prepare prospect file:
 - Summarize findings by potential prospect: nature of the business, key financials, key stakeholders, etc.
 - Brief the New Business Manager on the findings and transfer the file for actual prospection.

ACCOUNT MANAGER

Team Matchmaking – Cell Sales

Key Role Objectives

- The core of the Account Manager's role is relationship building and long-term maintenance to strengthen the tie with existing partners and investors in order to guarantee continuity or even to expand the existing relationship.
- In principle each partner or investor should have an appointed Account Manager who operates as the prime linking pin between the client organization and OVO

Competence Profile

- The Account Manager has a commercial feeling and good relationship building skills.
- In general, the Account Manager has good communication, writing, presentation and negotiation skills.

Responsibilities

- Partner and investor relations: the Account Manager maintains and enhances relations with existing partners and investors in order to ensure a sustainable fund flow. (S)he is the linking pin and assures a two-way communication.