



Rotating Senior Analysts achieved “stretch targets” as Investment Promotion Officer

Situation

Kenya county investment promotion unit focused on creating jobs for local businesses and mobilizing investments

Placement

18-month Investment Promotion Officer role, filled by a rotating analyst, who developed investment pipeline, supported entrepreneurs in developing investment materials, and managed investor outreach

Impact

- ▶ Created linkages between investors, businesses, and intermediaries.
- ▶ Connected 5+ businesses to over a dozen investors

Client’s perspective

We were struggling to hire – **there just isn’t much talent available with the right profile**, and we wanted someone on-the-ground in Mombasa. We were faced with either someone who didn’t have the skills for the job or a more senior consultant with a daily rate that meant we could not afford anything beyond a very high-level advisory role.

We couldn’t compromise on top-notch core skills or having someone on-the-ground who could really get things done. The secondment offered a nice balance of an affordable resource full-time who brought these skills, with support from a manager with more experience and expertise.

We were so happy with the secondment that after the completion of the initial six-month period, we requested another six-month secondment, then a third. For each, OCA sent a different analyst, yet all three analysts were great, fitting in immediately and getting the job done.

But moreover, the analysts were very good **at taking initiative and being proactive**, whether in the small day-to-day stuff to get things done, as well as **stepping back, thinking about the bigger picture**, and how the program should be done. Overall, I would definitely recommend the secondment model!

- Director, Youth employment project



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18
months

Senior
Analyst