

**Terms of Reference: Business Adviser
GROW Liberia**

Are you an independent, experienced and entrepreneurial business professional who is keen to take on an exciting challenge in a frontier market?

Reports to: Market Development Specialist

Also involved: Team Leader, Monitoring & Results Measurement Director and Business Analyst

Primary Location: Monrovia with frequent field travels

Start date: ASAP

The Programme:

GROW is a Sida-funded market development initiative utilising the 'Making Markets Work for the Poor' (M4P) approach to facilitate sustainable, pro-poor economic growth and stability across Liberia. Currently working in the rubber, vegetable and cocoa sectors, the programme seeks to contribute to sustainable peace and poverty reduction through inclusive and integrated economic development in Liberia. Its objective is substantially increased incomes and employment opportunities for a large number of poor women, men and youth, created through agricultural market system change.

Partners that collaborate with GROW to introduce pro-poor business innovations are mostly run by individual owners with limited capacity. Most of these businesses operate without proper business operational structures, processes and systems that are efficient, well documented and can be regularly reviewed for improvement. To support businesses in growth and adoption of innovative practices, GROW is seeking to provide additional business advisory support to current and prospective partners in improving business management and ultimately business performance.

The Role:

GROW is seeking an experienced business professional to upskill its private sector partners and improve their operational and financial management systems, instilling improvement programmes that underpin pilot innovations, consumer responsiveness, and overall business. This will require extensive hands on but flexible engagement with partners in the vegetable, cocoa and rubber sectors who have varying levels of management and administrative capabilities. The Adviser should be an independent, experienced, entrepreneurial individual who is keen to take on an exciting challenge in a frontier market.

Major areas of focus on this task will include:

- 1. Understanding partner capacity and key constraints to business growth.** The Adviser will engage each partner to understand their existing operations and management processes and structures. The Adviser will identify key operations, financial and business management gaps which prevent business from growing. The Adviser will also examine the product, sales and marketing strategies of the partner and identify opportunities for business growth. The Adviser will work in tandem with the GROW intervention team who support the implementation of innovative business models that show pro-poor impact.
Deliverables: Individual partner needs assessment outlining the marketing, financial and other business management gaps.
- 2. Development and delivery of a support plan.** The Adviser will be responsible for devising a strategy of business improvements based on the identified needs. This will entail but not limited to basic systems including financial management systems (such as QuickBooks), budgeting and forecasting, inventory management, HR, cash books and codes, instituting internal controls, planning including budgets and forecasts, product

development and marketing plan/strategy. The Adviser will work closely with partners to build their capacity and implement these improved business management practices.

Deliverables: Individual support plan per partner with clear timeline of implementation activities.

3. **One-on-one support, coaching and monitoring progress.** One on one support and coaching with partners to ensure all business improvements are implemented successfully and sustainably. The coaching will involve hands-on exercises with the partners to improve their capacity on the assigned tasks. This will also involve collaborating with the local professional services industry. The consultant will focus on building ownership and sustained capacity of the partners to continue changes on their own. The consultant will also be responsible for monitoring changes against the support and implementation plan on at least a monthly basis.

Deliverables: Partners showing the adoption of improved business practices based on identified gaps measured against the improvement plans.

Qualification and skills

The adviser is expected to have expertise in following areas;

- Extensive experience running and mentoring businesses in sub-Saharan Africa.
- Experience in identifying constraints to business growth and finding solutions adapted to the individual business
- Extensive experience in business and financial management, operations, product development, marketing.
- Experience in providing mentoring and advisory services to small scale enterprises particularly in the agribusiness sector
- Willingness and ability to deliver under difficult and at times inconvenient circumstances
- Proven ability to work independently and to attract investment
- Excellent research planning, methods and management, analytical and facilitation skills
- Excellent people and relationship management skills
- College degree in Business Administration, Economics, Agribusiness or other relevant field required; MBA preferred.
- Prior experience in developing countries, particularly Liberia/ West Africa.

Applicants should submit a CV and covering letter outlining their relevant experience and technical capacity required to undertake the assignment to opportunities@growliberia.com. Please entitle the email "Business Advisor". The closing date for applications is 26th November 2017.