

## Call for Applications for Business Development Trainer

### Shea Business Empowerment Program (SBEP)

Established in 2011, the Global Shea Alliance (GSA) is a non-profit industry association based in Accra, Ghana. It has over 700 members from 35 countries including food and cosmetic brands, suppliers, women's groups, and non-profit organizations. Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics.

The GSA, in partnership with Mastercard Foundation as part of the Young Africa Works Program, is implementing the Shea Business Empowerment Program (**SBEP**): a 3-year strategy to develop and enhance shea cooperatives and SMEs in accessing capital, developing critical skills and market linkages in the Shea Value Chain.

#### Program Description

SBEP will provide technical training and business coaching to 300 SMEs, 50% of them women-owned.

The program is implemented in partnership with Advans Ghana, Women for Change, SOFTtribe, Agrocenta, and GSA Sustainability Partners.

#### Description of Role

The GSA is hiring technical trainers for a short-term service contract to support SMEs working in the shea value chain in Ghana to improve their **Business and Operational processes**. The objective of the assignment is to conduct a 1 day technical and hands-on training and a 4 - week business coaching for 20 SMEs to enhance their capacity, develop business plans, and access to finance. The GSA will organize and coordinate the training and business coaching sessions.

#### Duties and Responsibilities

The role of the technical trainer will include:

- Develop training strategy and approach for coaching SMEs in the shea value chain
- Prepare training outline and implementation plans
- Develop training manuals
- Present training material at workshops (PowerPoint presentations, worksheets, case studies, etc.)
- Execute training workshops, and focus group discussions amongst SMEs, etc.
- Design personalized coaching plans with SMEs
- Prepare final training and coaching report.

#### Requirements and Skills

- 5 years proven experience in working with SMEs in Ghana and/or Africa
- Ability to develop technical capacity for small and medium enterprises and provide business development services.
- Prior experience in the design and delivery of virtual/online training.

- Good knowledge of the shea value chain
- Ability to harness modern training techniques and tools to achieve results
- Strong communication (verbal and written) and interpersonal skills
- Excellent skills in MS Office (especially PowerPoint)
- Excellent organizational and time-management abilities

### **How to Apply**

Interested persons should send their CVs to the GSA Secretariat on or before **Monday 27<sup>th</sup> June 2022**, addressed to Edwin Zuta, GSA Partnership Manager at [e.zuta@globalshea.com](mailto:e.zuta@globalshea.com)