

Call for Applications for Sales & Marketing 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 663 members from 38 countries including brands and retailers, suppliers, national associations, women's groups, and affiliates. 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.**

As part of the program, the GSA is organizing a series of trainings to strengthen the operations of growth-oriented Ghanaian start-ups and SMEs and align the different aspects of their business supply and operational chain management. The training sessions will equip entrepreneurs and managers to undertake their daily tasks: managing suppliers, business plans, and financing the growth of their businesses.

Program Description

SBEP will provide technical training and business coaching to 300 SMEs, 50% of them being women-owned. The program is implemented in partnership with Advans Ghana, Women for Change, theSOFTtribe, 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 **sales and marketing processes**. The objective of the assignment is to conduct 1 day of technical and hands-on training and 4 – weeks of business coaching for 20 SMEs to enhance their capacity and competitiveness. 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 of proven experience in working with SMEs in Ghana and/or Africa
- Ability to develop technical capacity for small and medium enterprises and provide sales and marketing 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 **Friday 29th July 2022**, addressed to Edwin Zuta, GSA Partnership Manager at e.zuta@globalshea.com