
SHETRADES IN THE GAMBIA

TERMS OF REFERENCE HORTICULTURE COORDINATION CONSULTANT

Background

The International Trade Centre (ITC) launched the SheTrades initiative to create an ecosystem of integrated solutions that empower women economically through greater integration in trade and investment.

The Goal: Connect 3 million women to market by 2021.

A Plan: To work with partners including governments, private sector, international organizations, and others to expand opportunities for women entrepreneurs by acting on 7 pillars to catalyse trade. Through country-based activities, SheTrades enables women entrepreneurs to improve the quality of their products and services. One of the greatest challenges that remain is creating quality deal flow for investors committed to investing in women owned SMEs in support of the SDGs.

An App: Women entrepreneurs can find trade partners through facilitated business/investment linkages and on a free-to-use web and mobile app. There have been more than 10 SheTrades country launches where governments have embraced the initiative and adapted it to local context to ensure that women have a greater role in their economies. More than 120 corporations and institutions have signed up to support the initiative.

SheTrades in The Gambia

The SheTrades in The Gambia project is a three-year initiative which aims to enable Gambian women to benefit from economic participation, particularly in the agricultural and textiles and clothing value chains. The project supports advocacy and policy design, strengthening of business support organizations, enhancing the productive capacities of women-owned businesses in the horticulture and textile and apparel sectors, and connecting these businesses to market. The SheTrades Gambia Chapter is hosted at the Ministry of Trade, Industry, Regional Integration and Employment (MOTIE).

The project is implemented by International Trade Centre under the leadership of the Ministry of Trade, Industry, Regional Integration & Employment and funded by ITC, the Enhanced Integrated Framework (EIF) and the OPEC Fund for International Development (OFID).

The Role of the Horticulture Coordination Consultant

The Consultant will work under the direct guidance of the ITC SheTrades Gambia Project Manager and (s)he will undertake the following duties:

- 1) Coordinate support programmes to women's horticultural gardens
 - Monitor and regularly liaise with different stakeholders engaged in SheTrades Gambia-funded support to women's horticultural gardens, such as extension services and

trainings to ensure effective support for women's gardens. Where necessary, trouble shoot issues, and provide recommendations for additional support to the gardens;

- Where relevant, support training preparation by implementing partners;
- Regularly report to the project team on progress, challenges and results of activities;

2) Support market linkage programme for export

- Coordinate sensitization of women in selected horticultural gardens on available market opportunities and requirements, including need to work as a group. Ensure that they and their voices are heard and any concerns are addressed;
- Ensure continuous flow of communication between gardens, exporters, the project, and any implementing partners;
- Monitor progress of production in gardens growing for export and alert the project and/or relevant implementing partners in case of need for additional support;

3) Create market linkages to tourism industry and domestic buyers

- Support coordination of linkages between horticultural gardens and aggregators/buyers as part of the response to COVID-19;
- Engage potential buyers in the Gambian tourism sector, government, and other sectors and identify priority buyers;
- Support linkages between horticultural gardens and SheTrades Gambia horticulture companies;
- Together with partners, develop a plan to sustainably connect horticultural gardens with buyers in the tourism sector;
- Establish a collaboration with transport companies to connect buyers and producers;

Travel

Travel within The Gambia.

Skills

- Expertise in the horticulture sector in The Gambia;
- Good understanding of market linkages and the horticulture value chains;
- Experience creating market linkages between horticultural producers and buyers in The Gambia;
- Excellent coordination and project management skills;
- Politically sensitive, culturally aware and diplomatically savvy;
- Ability to keep tight deadlines;
- Excellent oral and written communication skills, with report writing experience;
- Computer literate in MS office applications (PowerPoint, Excel and Word).

Education

An undergraduate Degree (BA/BSc or other). BA Degree in Agriculture or a related field.

Experience

At least 10 years of professional work experience in the horticulture industry in West Africa;
Excellent networks with stakeholders in The Gambian horticulture industry;
Prior experience coordinating projects or initiatives relating to the horticulture value chain is a distinct advantage.

Language

The consultant is required to have excellent communication skills in English. Knowledge of local Gambian languages is an advantage;

Contract

Initial contract for 3 months full-time or part-time (at least 2 days per week) with possibility of extension.

Application

To apply, please send your CV and cover letter to SheTradesGambia@intracen.org by 11.59 pm on 26 April 2020.