



Terms of Reference

6-month food & beverage export advisors training

The Andandorr Export Advancement Programme is a joint effort collaboration between the Gambia Investment and Export Promotion Agency (GIEPA) and the International Trade Centre (ITC) under the SheTrades Gambia project and the Youth Empowerment Project (YEP). SheTrades in The Gambia is funded by the OPEC Fund for International Development, the Enhanced Integrated Framework, and ITC. YEP is funded by the European Union (EU) through the EU Emergency Trust Fund for Africa.

Through the Andandorr Export Advancement Programme, ITC and GIEPA aim to train women and youth entrepreneurs in two sectors (processed food & beverage; and fashion & apparel) to become export-ready and link the participating entrepreneurs to export opportunities.

As part of the programme, ITC and GIEPA will run a 6-month programme for food and beverage export advisors-in-training. Through this programme, new export advisors will have the opportunity to participate in the following:

1. A training of trainers (ToT) programme on the sector-specific export advancement materials, including export audits, export opportunities and channels for Gambian entrepreneurs, by an international sector expert.
2. On-the-job training in applying the knowledge and skills gained during the ToT and opportunity to develop their coaching skills by delivering one-on-one coaching to entrepreneurs with the guidance of an international expert.



The role of the food & beverage export adviser/coach

The Coach will work under the direct supervision of the Lead Export Advisor at GIEPA and the overall supervision of SheTrades Gambia Project Manager and the YEP Project Coordinator. She/he must fulfill the following activities:

- Participate in the training of trainers programme delivered by the international expert
- Carry out an export audit on approx. four companies, including on-site visits of selected businesses in the food & beverage sector
- Participate in export clinics delivered by the international expert
- Lead coaching and one-on-one advisory sessions for entrepreneurs
- Support entrepreneurs in developing export marketing action plans
- Participate in regular debriefs with GIEPA and the international expert
- Continuously communicate with assigned entrepreneurs
- Prepare written progress reports covering activities implemented & progress made by the entrepreneurs

Selection criteria

Export advisers will be selected based on the following criteria:

1. Hold a minimum of bachelor's degree or equivalent in a relevant field
2. Have one (1) or more years of coaching / teaching experience
3. Prior knowledge of the food & beverage sector and familiarity with the entrepreneurship ecosystem in the Gambia
4. Experience with food and/or beverage exports, including to African, European, US, and African Diaspora markets, would be an advantage
5. Demonstrated high level of professionalism and an ability to work independently
6. Excellent inter-personal communication skills
7. Excellent communication and written skills in English. Knowledge of local language is a plus.
8. Motivated and committed to completing the 6-month programme January 2021 to June 2021 and be available to commit approximately 16 hours per week to the programme throughout the 6-month period
9. Available for the training of trainers programme (approx. 4 sessions in January 2021)

Application Format

- Cover letter explaining why you want to become an export adviser and stating your availability for the programme between January and September 2021
- CV
- Photocopy of identity documents
- Photocopy of university degree/attestation and transcript
- Photocopies of any other qualification/training

Please submit your application by email to SheTradesGambia@intracen.org and mbittaye@giepa.gm no later than 9 December 2020 at 11.59 pm.

