

Shea Business Empowerment Program (SBEP) **Call for Applications for SME Business Coaches**

Established in 2011, the Global Shea Alliance (GSA) is a non-profit industry association based in Accra, Ghana. It has over 849 members from 36 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 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

The Global Shea Alliance (GSA) introduced a 4-week one-on-one coaching delivered through business coaches to shortlisted SMEs in the shea value chain from Cosmetics and Body Care clusters in June 2022 for 300 SMEs over 3 years, 50% of them being women owned. So far four coaching sessions have been successfully completed where 217 businesses achieved beneficial results. Business coaches supported SMEs to enhance their competitiveness in the areas of quality, compliance to standards, branding & promotional activities, new product development, packaging and labelling, cost-price-profit analysis, sales analysis, inventory planning among others.

Description of Role

The Global Shea Alliance is seeking the services of business coaches for a short-term service contract to provide one-on-one coaching to 100 SMEs for the 2024 coaching sessions (May and September 2024). During the period, prospective coaches will work hand in hand with SME's operating in the shea value chain and provide them with 4 weeks of one-on-one support covering different business areas such as production processes, quality, marketing, cost calculation, packaging, market access and access to funding to enhance their capacity and competitiveness.

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 support.
- 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 presentations and worksheets)
- Excellent organizational and time-management abilities

How to Apply

Interested persons should send their CVs and supporting documents to the GSA Secretariat on or before **Friday 26th April 2024**, addressed to Edwin Zuta, GSA Partnership Manager at e.zuta@globalshea.com