

Shea Business Empowerment Program (SBEP)
Call for Applications for Technical Trainers (Southern Regions)

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.**

As part of the program, the GSA this year is organizing training to strengthen the operations of 100 Ghanaian start-ups and SMEs. The training sessions will prepare entrepreneurs and managers to handle their daily tasks and provide support in aligning the various aspects of their business operations such as managing supply chains, marketing, and financing the expansion of their businesses.

Program Description

SBEP will provide technical training and business coaching to 300 SMEs over 3 years, 50% of them being women owned. The program is being implemented in partnership with **Women for Change, Advans Ghana, theSOFTtribe, AgroCenta, and GSA Sustainability Partners.**

Description of Role

The GSA is looking for technical trainers for a short-term service contract to deliver the following training modules from **Wednesday 29th May to Friday 31st May 2024** to SMEs and startups working in the **shea value chain** in Ghana.

Module 1 - Sales and Cashbook Management

- What is cash book management?
- What are the benefits of a cash book management system?
- How to operate a small business cashbook management system.

Module 2 - Supply Chain Management

- How does supply chain work in a small business?
- How to choose supply chain partners for small businesses.
- The role of packaging and logistics in supply chain management
- How to handle a disruption in your supply chain

Module 3 – Digital marketing for small businesses

- Importance of digital marketing to small businesses.
- What are the components of a small business digital marketing plan.
- How to create a digital marketing plan for your small business
- Search Engine Optimization (SEO)

The objective of the assignment is to conduct 1 day of technical and practical training and 5 – weeks of business coaching for 50 SMEs to enhance their capacity and competitiveness. The GSA will organize and coordinate the training and business coaching sessions.

Interested persons may only apply for one module.

Duties and Responsibilities

The role of the technical trainer will include:

- Develop training strategy and approach.
- Prepare training outline and implementation plans.
- Develop training manuals.
- Execute training workshop and focus group discussion amongst startups and SMEs.
- Design personalized coaching plans with startups and SMEs.
- Prepare final training and coaching reports.

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

How to Apply

Interested persons should send their CVs to the GSA Secretariat on or before **Friday 3rd May 2024**, addressed to Edwin Zuta, GSA Partnership Manager at e.zuta@globalshea.com