

### **Terms of Reference**

<b>Position:</b>	<b>Business Development Specialist</b>
<b>Project Title:</b>	<b>Livelihood Enhancement and Association of the Poor (LEAP)</b>
<b>Duty Station:</b>	<b>Siem Reap</b>
<b>Duration:</b>	<b>42 months from the contract signing date, subject to the annual assessment of the performance</b>

#### **a. BACKGROUND**

The Livelihood Enhancement and Association of the Poor (LEAP) project will be implemented by Ministry of Interior (MoI) in association with Ministry of Agriculture, Fishery & Forestry (MAFF). The project development objective (PDO) is to improve access of poor and vulnerable households in selected communities to financial services, opportunities for generating income, and small-scale infrastructure. This would be achieved through the: (a) establishment of self-help groups (SHGs), savings and credit groups, producer groups, agricultural cooperatives and other people's groups/organizations; (b) provision of capacity building and training to beneficiaries to improve their income generation opportunities; (c) establishment of private sector linkages to improve and expand market opportunities; and (d) identification and provision of community-based social and economic infrastructure to help improve livelihood and economic productivity of the poor.

Siem Reap Province (SRP) will aims to address the needs of the IDPoor and vulnerable households in the 47 communes in Siem Reap Province through a demand driven approach. As the predominant sources of income for these rural poor households are from agriculture, livestock and fisheries, the project will leverage the technical support of the Ministry of Agriculture, Fisheries and Forestry (MAFF) and other technical service providers.

The project is divided into three main components. These are:

- Component 1: Improving Livelihoods for Rural Poor and Vulnerable Households
- Component 2: Improving Livelihoods for Urban Poor and Vulnerable Households
- Component 3: Project Management, Coordination, and Monitoring & Evaluation

The organizational structure of the project involves government implementing agencies oversight by a Project Coordination Office (PCO) located in the Ministry of Interior (MoI), and two Sub-Management Teams (SMTs) located at Siem Reap and Phnom Penh Capital Hall with Khan and Commune/Sangkat level facilitators. MAFF's General Department of Agriculture (GDA) will be the technical Implementing Agency (IA) responsible for the agriculture livelihood support for beneficiaries in Siem Reap Province.

The Project Coordination Office (PCO) will support and facilitate executing agencies in their component implementation, and is responsible for project management and coordination, procurement and finance, reporting and communicating with the World Bank and key stakeholders.

In this regard, the Business Development Specialist will be hired and placed at SMT - SRP to implement LEAP.

**b. Roles and Responsibilities of the Business Development Specialist:**

The main responsibility of the Specialist is to identify market opportunities for Producer Groups (PGs) and Agricultural Cooperatives (ACs) and to mobilize technical and capacity building support to these groups to help them to negotiate agreements with buyers and meet the requirements of the agreements. The Specialist will also support and monitor the work of District Facilitators (DFs) and Commune Facilitators (CFs) as they also provide ongoing support to the effective operations of PGs and ACs.

The Specialist is under the direct supervision of the Sub-management Team (SMT) in Siem Reap Province (SR-SMT). S/he will work closely with the Ministry of Agriculture, Fishery and Forestry (MAFF), DFs and CFs and an NGO that will be contracted to support the establishment and basic functioning of PGs and ACs.

The Specialist will implement and support implementation of activities that are in accordance with the Community Operations Manual and Project Implementation Manual, including the development of new materials that elaborate on details which are needed, but not included in these documents.

The Business Development Specialist is under the direct supervision of the Project Manager of the LEAP Sub Management Team (SMT), Siem Reap Province.

**c. Specific Tasks:**

The Business Development Specialist will:

- Plan and sequence the marketing linkage of farm produce and livestock by Agriculture Cooperatives
- Support Agriculture Cooperatives to develop Business Plans
- Ensure registration of Agriculture Cooperatives at district level
- Ensure opening of Bank Accounts for all the Agriculture Cooperatives
- Support in finalization of books of accounts of Producers' Groups, Agriculture Cooperatives and its rolling out with support from the contracted NGO, DFs & CFs
- Coordinate MAFF/PDA in development and delivery of training and support to ACs on marketing of farm and livestock produce
- Develop a pool of buyers (institutional, corporate, aggregate buyers, wholesalers, retailers) for PGs and ACs
- Establish market linkage and support to PGs and ACs to negotiate agreements with Buyers and deliver on their commitments
- Ensure documentation of business transactions by ACs, PGs on a monthly basis
- Ensure transparency while paying back to AC members by ACs after receiving payment from Buyers

- Ensure defined quality of products as per buyer's demand
- Support digital extension system for marketing interventions by developing community videos and organizing video shows for standardized messaging, higher rate dissemination and fast paced scaling up
- Develop annual livelihood, training & marketing intervention calendar and review the progress on monthly basis as against the calendar
- Support the SMT-SRP to integrate the HIP / HLP, MIP in livelihood & marketing interventions to be taken by PG members
- Contribute towards development of mobile or non / smart phone based software, to be rolled out in Connect Offline and Connect Online (COCO) mode in villages
- Establish a short message service (sms) based or mobile phone based system to access daily market information by PGs and Agriculture Cooperatives
- Based on the outputs of the field implementation; contribute to revision of the COM as appropriate
- Participate in review meetings, planning meetings, training & exposure programs, workshops, seminars, etc. as required by SMT-SRP, PCO and MAFF
- Prepare Monthly Planning and Progress Report (MPPR) and review against the Annual Work Program & Budget (AWPB)
- Contribute to semi-annual progress reports for SMT-SRP, PCO and MAFF, and other reporting, as required
- Travel for project related work, as advised by the Project Manager of SMT-SRP and PCO
- Carry out additional tasks as assigned by the project.

#### **d. Qualifications and Experience**

The Business Development Specialist of SMT-SRP will have the following qualifications & experience:

- Has an Advanced Degree or Degree in Agriculture or Rural Development, Agri Business Management or Business Administration or similar degree
- Has experience of working with state institutions and/or NGOs for ten years in livelihood interventions such as farming and livestock
- Demonstrated entrepreneurship experiences and/or business running experiences
- Good interpersonal and communication skills and teamwork abilities
- Has knowledge and experience of working with poor households
- Has experience of conducting studies, workshops, seminars, review meetings, annual planning exercises, etc.
- Has experience supporting livelihoods based community institutions such as Agriculture Cooperatives, Producers Groups or Farmers Clubs, etc.
- Has experience of networking and partnership with agriculture based marketing organizations, corporate buyers, private sector
- Experience of working knowledge in MS Word, MS Excel and MS Power-point
- Ability to communicate well in English is preferable