



MSME Specialist

Terms of Reference

Overview

The MSME Specialist will play a crucial role in fostering the growth and sustainability of small and micro businesses led by young and local women at HER Lab. With expertise in addressing the unique challenges and opportunities that MSMEs face, the specialist will provide tailored advice and support to help these businesses thrive in a competitive environment. They will work closely with program participants, offering guidance on financial management, market strategies, and operational efficiency. By facilitating access to resources, funding, and relevant networks, the MSME Specialist will contribute significantly to the development of a vibrant and resilient small/micro business ecosystem, driving economic growth and job creation in the communities around HER Lab centers. We are seeking a dynamic and experienced individual to join our team and make a meaningful impact on women entrepreneurs at HER Lab. The MSME Specialist will provide mentorship, training, and support to empower women entrepreneurs and enhance the growth and competitiveness of MSMEs in the region. This position will be employed through Circle Group Limited.

Responsibilities

Mentorship and Guidance for Young Women Entrepreneurs

- Provide tailored mentorship and guidance to young women entrepreneurs at HER Lab to help them develop viable business ideas.
- Offer one-on-one coaching and support to address specific challenges they may face in starting or growing their business.

Training and Workshops

- Conduct training sessions and workshops on various aspects of business development, including:
 - Business planning
 - Financial management
 - Marketing



- Access to finance

Collaboration and Networking

- Collaborate with local partners, stakeholders, and organizations to:
 - Create networking opportunities for young women entrepreneurs
 - Provide access to markets

Support for Established MSMEs

- Assess the needs of already established MSMEs and develop strategies to:
 - Support their growth and expansion
 - Improve operations
 - Increase productivity
 - Enhance competitiveness

Technical Assistance and Advisory Services

- Provide technical assistance and advisory services to existing MSMEs.

Monitoring and Evaluation

- Monitor and evaluate the impact of interventions and programs aimed at supporting MSMEs.
- Provide regular reports to management.

Policies and Trends

- Stay updated on relevant policies, trends, and best practices in MSME development and entrepreneurship.
- Incorporate them into program design and implementation.

Requirements

- Bachelor's degree in Business Administration, Economics, Entrepreneurship, or a related field.
- Proven experience working in MSME development, entrepreneurship, or business advisory services, with a focus on supporting women-owned businesses preferred.
- Strong understanding of the challenges faced by MSMEs in rural settings, particularly at HER Lab, and demonstrated ability to develop and implement effective solutions.



- Excellent communication and interpersonal skills, with the ability to engage effectively with diverse stakeholders, including young women entrepreneurs, local government officials, NGOs, and donors.
- Experience in designing and delivering training programs, workshops, and capacity-building initiatives for entrepreneurs and MSMEs.
- Fluency in English and Kiswahili required. Knowledge of the local language spoken in HER Lab regions is an advantage.
- Strong analytical and problem-solving skills, with a results-oriented approach to work.
- Preference will be given to candidates from the HER Lab regions or those willing to relocate, as this work will be based on-site at HER Lab.

Application Process

This role provides a unique opportunity to make a significant impact on the economic empowerment and development of women entrepreneurs at HER Lab. Join us in creating a sustainable and thriving business ecosystem for the community.

If you are passionate about empowering young women entrepreneurs and driving economic development at HER Lab, we encourage you to apply [here](#).