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# SHETRADES IN THE GAMBIA

TERMS OF REFERENCE

HORTICULTURE MARKET LINKAGES CONSULTANT

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## The SheTrades Initiative

The International Trade Centre (ITC) launched the SheTrades initiative to create an ecosystem of integrated solutions that empower women economically through greater integration in trade and investment.

The Goal: Connect 3 million women to market by 2021.

A Plan: To work with partners including governments, private sector, international organizations, and others to expand opportunities for women entrepreneurs by acting on 7 pillars to catalyse trade. Through country-based activities, SheTrades enables women entrepreneurs to improve the quality of their products and services. One of the greatest challenges that remain is creating quality deal flow for investors committed to investing in women owned SMEs in support of the SDGs.

An App: Women entrepreneurs can find trade partners through facilitated business/investment linkages and on a free-to-use web and mobile app. There have been more than 10 SheTrades country launches where governments have embraced the initiative and adapted it to local context to ensure that women have a greater role in their economies. More than 120 corporations and institutions have signed up to support the initiative.

## SheTrades in The Gambia

The SheTrades in The Gambia project is a three-year initiative (2019-2021), which aims to enable Gambian women to benefit from economic participation, particularly in the agricultural and textiles and clothing value chains. The project supports advocacy and policy design, strengthening of business support organizations, enhancing the productive capacities of women-owned businesses in the horticulture and textile and apparel sectors, and connecting these businesses to market. The SheTrades Gambia Chapter is hosted at the Ministry of Trade, Industry, Regional Integration and Employment (MOTIE).

The project is implemented by International Trade Centre under the leadership of the Ministry of Trade, Industry, Regional Integration & Employment and funded by ITC, the Enhanced Integrated Framework (EIF) and the OPEC Fund for International Development (OFID).

## ITC in The Gambia

The International Trade Centre is implementing a range of initiatives in The Gambia, including several projects, other than SheTrades in The Gambia, which are active in the agriculture sector. This includes, among others, the *Youth Empowerment Project (YEP)* and the *Strengthening community coping mechanisms to mitigate risks of conflicts and reduce climate-related tensions* project. Through these projects and others, ITC is working to address challenges faced by entrepreneurs, including young people and women, in the agriculture sector through catalytic and innovative solutions.



SheTrades



## The Role of the Horticulture Market Linkages Consultant

The Consultant will work under the direct guidance of the ITC SheTrades Gambia Project Manager and (s)he will undertake the following duties:

### 1) Market Linkages in the Horticulture Sector

The consultant will work in close collaboration with the SheTrades Gambia team at the Ministry of Trade, Industry, Regional Integration and Employment (MOTIE) to establish and strengthen market linkages between women horticultural farmers and buyers. Key groups of buyers include exporters, the Gambian tourism sector, procurement officers, onion importers, as well as other domestic buyers. In addition to facilitating direct linkages between individual women's gardens and individual buyers, the consultant will contribute to strategic sector-wide linkages activities and contribute to the development of innovative (incl. digital) solutions to increase efficiency in the horticulture value chain.

### 2) Capacity Strengthening of Women Horticulture Farmers and Their Federations

In close collaboration with implementing partners of the SheTrades Gambia project and the project team, the consultant will contribute to the coordination of training programmes for women farmers and their federations, including on agricultural production methods, market-led production, packaging and quality, as well as digital and financial literacy.

## Travel

Travel within The Gambia.

## Skills

- Excellent understanding of the Gambian horticulture sector;
- Good understanding of market linkages and the horticulture value chains;
- Experience in creating market linkages between horticultural producers and buyers would be an advantage;
- Experience working with and/or developing digital platforms would be an advantage;
- Experience working with human centred design and/or innovation would be an advantage;
- Excellent coordination and project management skills;
- Politically sensitive, culturally aware and diplomatically savvy;
- Ability to keep tight deadlines;
- Excellent oral and written communication skills, with report writing experience;
- Computer literate in MS office applications (PowerPoint, Excel and Word).

## Education

An undergraduate Degree (BA/BSc or other). BA Degree in Agriculture, Development Studies, or a related field.



## Experience

At least 3 years of professional work experience in the horticulture industry in West Africa, or other initiatives related to the consultant's duties;

Prior experience coordinating projects or initiatives relating to the horticulture value chain, and/or the development of digital solutions in the agriculture sector is an advantage.

## Language

The consultant is required to have excellent communication skills in English. Knowledge of local Gambian languages, especially Mandinka is an advantage.

## Timelines & Application Process

Application deadline: ~~20 December 2020 at 11.59 pm.~~ **Extended to 4 January 2021 at 11.59 pm.**

Please submit your CV and cover letter to [SheTradesGambia@intracen.org](mailto:SheTradesGambia@intracen.org) before the deadline.

Initial contract for 6 months starting in mid-/late January.

