



Terms of Reference

Technical Advisor Value Chain Development EU Youth Empowerment Project (YEP) - Tourism and Creative Industries

Background

The International Trade Centre (ITC) is a joint agency of the United Nations (UN) and the World Trade Organization (WTO). It is fully dedicated to supporting the internationalization of small and medium-sized enterprises (SMEs). It has a mission to foster inclusive and sustainable growth and development through trade and international business development. ITC Headquarters is in Geneva, Switzerland.

ITC is implementing the EU Youth Empowerment Project (YEP) - Tourism and Creative Industries. The project has an overall objective of increasing the competitiveness, inclusiveness, and sustainability of the Tourism sector and Creative Industries in The Gambia. It has three main specific objectives of: a) improving business environment and institutional ecosystem; b) improving investment and market access; and c) increasing the competitiveness of MSMEs in The Gambia's tourism and creative industries. These will be achieved by implementing a number of key actions, including: i) streamlining and supporting implementation of strategies and regulation for the creative industries; ii) strengthening the technical and operational capacities of business support institutions; iii) building the branding and marketing capacities of actors in the tourism and creative industries; iv) creating market linkages and investment opportunities; v) building capacities of MSMEs engaged in the tourism and creative industries with a focus on sustainable and inclusive tourism; and vi) enhancing skills of target beneficiaries, mainly youth and women in areas which promote their employment in the tourism sector and creative industries.

The project addresses a variety of challenges and constraints of the sectors, which include a) weak sector coordination and regulations, b) narrow product offering and sub-standard quality, c) limited market diversification and strong seasonality, d) skill gaps, e) climate vulnerability, and f) low sector integration and limited positive spillover effects of the sectors to the wider economy and society. The implementation of the project will enable the Gambia to diversify source markets and attract more visitors year-round, including tourists with higher purchasing power, and to boost its offering of green and inclusive products and services of the tourism and creative industries.

The EU YEP Tourism and Creative Industries is financed by the European Union (EU) for implementation over a period of 56 months. The Ministry of Trade, Industry, Regional Integration and Employment (MoTIE) and the Ministry of Tourism and Culture (MoTC) are the key focal point government institutions for the project.

The project focuses on youth and women as the main target beneficiaries. It also puts a special emphasis on vulnerable groups by creating quality jobs and pathways for skills development, business growth and sustainability. Micro, small and medium sized enterprises (MSMEs) and public and private sector institutions, including, sector-based cooperatives and associations will be the target beneficiary groups of the project.

To facilitate the technical lead, supervision and implementation of project activities targeting the sectoral coordination and business environment reforms, ITC is seeking a sectoral



development and business environment Advisor to undertake the duties and responsibilities described below.

Description of Duties/Responsibilities

Under the direct supervision the Programme coordinator and with the support of the project team, relevant government ministries and private sector institutions, the Technical Advisor for Value Chain Development will perform the following tasks:

Plan and lead the technical implementation of interventions aimed at improving targeted allied sectors to tourism and creative industries by providing technical guidance and substantive technical support

- Assess and identify private sector priorities in relation to the development of allied sectors (Horticulture, Poultry, Fisheries and logistic and transport) to Tourism and creative industries
- Developed customise Marketing and value chain developments interventions for Horticulture, Poultry, Fisheries, and logistic and transport to facilitate backward and forward linkages
- Identify and address sector-specific challenges to enhance productivity and competitiveness and linkage of allied sectors to Tourism and Creative industries
- Mapping of buyers and suppliers to identify requirements, needs and entry points for suppliers,
- Assess and build the capacity of smallholder producers on sustainable production systems and buyer requirements (e.g., volumes, quality, pricing, contract negotiations), and identify products (e.g., horticulture, poultry, fisheries) that can be sourced locally from smallholders for the tourism/hospitality sector
- Facilitate alignment with food safety, sanitary and phytosanitary (SPS) measures, environmental standards, and trade regulations.
- Establish productive and commercial alliances between smallholder producers and key market actors (e.g., hotels, restaurants, wholesalers, distributors, and joint ventures with SMEs in the tourism industry), including interventions to promote income diversification and foster local supply chain partnerships.
- Provide advisory support for integrating digital solutions and climate-smart approaches into value chain operations.
- Identify community and individual gardens to be upgraded to enhance the productivity and market access of the gardens
- Facilitate allocation of Made in the Gambia products in key supermarkets and Markets
- Organise B2B meetings for SheTrades WLBs with hotels, key tourism outlets and supermarkets
- Facilitate direct market linkages between export-ready agro-processors and market actors leveraging the Alliances for Action inclusive buyers, including south-south linkages
- Support the review, upgrade or development of policies and strategies relevant to the MIG
- With the Support of the MSME expert facilitate the organization of trade fairs, pop-up markets, and exhibitions to promote products and services from the creative and tourism sectors
- Participate in the monthly and/or quarterly technical and progress update meetings of the project organized by the Programme Coordinator or the Programme Manager to provide updates to the project team, and discuss challenges and solutions geared toward mitigating them.
- Participate, present and provide input during the Project Steering Committee meetings.
- When required, participate on any ad hoc technical meetings with beneficiary and/or development partners that may be organized by the Programme Coordinator.

- Determine, coordinate and communicate to the Programme Coordinator or the Programme Manager the logistical and budgetary needs for the implementation of the activities of the business environment reforms and sector development component of the project.

Travel

Travel within The Gambia or abroad when required

Skills

- Sound knowledge of the Gambia business sector and the business ecosystem
- Proven programme planning and coordination skills
- Demonstrated knowledge on policy advocacy and reforms
- Excellent interpersonal and communication skills
- Public presentation skills in presenting results to stakeholders
- Excellent analytical, research, writing and reporting skills
- Sound computer literacy (including Microsoft Office tools: Word, Excel, PowerPoint)

Education

- Postgraduate degree (MA/MSc/MBA, PHD or other)
- Advanced university degree (master's degree or equivalent) in business, management, economics, development studies and/or related fields.
- Note: A first-level university degree in similar fields may be accepted with an additional two years of relevant professional work experience.
- Extensive relevant experience may be accepted in lieu of the university degree.

Required Experience:

- A minimum of 5 years of relevant professional experience in program management and coordination and/or sectoral development
- Strong demonstration of work experience in developing value chain in Agric Business, Poultry, Logistics and Fisheries
- Strong track record of engaging and coordinating partnership with stakeholders, including government, private sector, civil society and development partners; and familiarity with innovative and agile approaches to private sector development.

Other Experience:

Proven experience in planning, monitoring and reporting of development programmes.

Language

Fluency in written and spoken English is required.

Interested candidates are requested to send a CV and motivation letter to Maimuna.bah@intracen.org by 27 March 2025. Female candidates are strongly encouraged to apply