

## **Terms of Reference – Chief Executive Officer for Entrepreneurship Development Centre**

### **A. BACKGROUND**

To realize the vision of Ethiopia's Growth and Transformation Plan, and the role that a growing and dynamic private sector can play in its achievement, the Ministry of Urban Development and Housing and the Federal Urban Job Creation and Food Security Agency (FUJCFSA), in partnership with the United Nations Development Programme (UNDP) Ethiopia, launched the Entrepreneurship Development Programme (EDP) in February 2013. The goal of the EDP is to foster the emergence of a robust and competitive private sector through the development of the micro and small enterprise (MSE) sector. The EDP framework is composed of four measurable project outputs which include (i) institutional capacity building (ii) development of entrepreneurship knowledge and skills through training; (iii) establishment of new enterprises and enhancement of existing ones through continued and inclusive business development services; and (iv) facilitating access to finance for Ethiopian entrepreneurs.

EDP established the Entrepreneurship Development Centre (EDC), a semi-autonomous organization, to spearhead the implementation of the innovative Entrepreneurship Development Programme in the country. With the aim of expanding its outreach throughout the country, the EDC has its regional offices in the four regions – Amhara -Bahir Dar, Tigray - Mekelle, SNNPR - Hawassa, and Oromia – Bishoftu. The programme has so far established five Centers of Excellence for Entrepreneurship in selected public universities (Addis Ababa University, Bahir Dar University, Mekelle University, Adama Science and Technology University and Hawassa University) to instil entrepreneurial thinking in the minds of university students. The Centres of Excellence for Entrepreneurship in the universities are owned and run by the universities and aim to provide a culture of entrepreneurial development, inspiration and ability for easy engagement and learning to student community and faculty members.

The Entrepreneurship Development Centre is seeking the services of a qualified and dynamic Chief Executive Officer to oversee the activities of the EDC headquarter and regional offices. The CEO will be responsible for implementing the EDC activities using innovative mechanisms and produce quality outputs of the highest standard. He/she is expected to ensure development of a sound strategy for the centre to attain its objectives and ensure its sustainability. The CEO is expected to revitalize the centre to fulfil its mandates as expected by the government and all stakeholders involved.

### **B. OBJECTIVE OF THE PROGRAMME**

The overall objective of the project is to bring about a transformational change in the development and growth of micro, small and medium scale enterprises through entrepreneurial skills training and provision of a comprehensive range of business advisory services. The Entrepreneurship Development Programme identifies and selects growth-oriented enterprises as well as potential entrepreneurs, and unemployed youth and women entrepreneurs, to provide them with entrepreneurship training and a comprehensive and integrated range of business development services. The service mix includes entrepreneurial and management training, technical assistance in the preparation and review of business plans, business counselling, assistance in sourcing credit, and assistance in identifying local subcontracting opportunities between small enterprises and large local companies. The programme works to stimulate economic growth through creating self and wage employment opportunities, bring equal development, improve the income of the society and ensure poverty reduction. The intended outcome is to lay the MSME foundation for industry development. Both local and external resources will be mobilized for scaling up the programme.

### **C. OBJECTIVE OF THE POSITION**

Ensure effective, efficient and innovative implementation of the Entrepreneurship Development Centre to improve the productivity and competitiveness of the MSME sector in Ethiopia. The CEO will be the

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face of the organization and is expected to speak publicly about the program to multiple stakeholders through various organizational levels, including members of the media. The CEO will also be responsible for fundraising activities spearheaded by the Centre and maintaining a positive brand and image about the Centre.

### **D: SCOPE OF WORK**

Under the overall oversight of the Ministry of Urban Development and Housing (MoUDH), the United Nations Development Programme and the Federal Urban Job Creation and Food Security Agency, the CEO is expected to fully implement the entrepreneurship development program as outlined in the project document. Specific roles of the CEO are defined below:

#### **1. Administrative responsibilities:**

- Manage Entrepreneurship Development Centres as follows:
  - Establish personnel needs with approval of Steering Committee
  - Establish and control budgets and cash flow for project activities
  - Establish and implement administrative and accounting controls
  - Supervise the personnel of the Centre
- Leadership roles:
  - Represent and brand EDC to maximize efficiency and achieve goals
  - Revitalize the centres activities to achieve desired goals and objectives as designed in the programme document
  - Create a shared vision and strategy for the EDC
  - Influence and motivate staff for achieving results and objectives of EDC
  - Enhance teamwork

#### **2. Programme responsibilities:**

- Preparation of annual work plan
- Oversee and provide recommendations to planning, organizing and implementing entrepreneurship and other business development training programs.
- Oversee and provide recommendations to planning and implementing of comprehensive business development support services to MSEs
- Develop innovative concepts and new programme interventions
- Supervision and guidance for the establishment and maintenance of database of MSEs trained and on business support services provided indicating growth pattern and impact of business support services.
- Ensure that M&E tools are put in place to track progress against plans and measure impact
- Oversee the identification, enrolment, training and maintain roster of consultants who provide services to the project
- Control quality of consultants engaged to provide services to the project.
- Direct and coordinate negotiations with financial institutions to ensure opportunities for credit sourcing for SMEs.
- Oversee support provided to participating entrepreneurs in the establishment of voluntary network/associations and to cooperate with them on their training and information activities.
- Create market linkage for entrepreneurs.
- Organise awareness and policy dialogues on micro and small enterprise development among key stakeholders especially on MSEs and private sector development.

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- Build capacity of existing regional EDC offices and Centres of Excellence for entrepreneurship in universities to deliver desired services.
- Drive processes to extend EDC services in the remaining regions of the country and also establishment of Centres of Excellence for Entrepreneurships in all universities.
- Prepare quarterly and annual reports for the attention of the Steering Committee and key stakeholders.

### **3. Partnership building and advocacy:**

- Establish and maintain relations with relevant local institutions that provide technical and professional support or engage in other activities to promote the development of MSMEs.
- Establish and maintain relations with the relevant government and non-governmental agencies, development partners and other actors involved in private sector development.
- Establish and maintain relations with local press, radio and TV to enhance awareness of project activities and its impacts
- Establish and maintain relations with the International network of Enterprise Africa programs promoting exchange of information and cross-border contacts between participants.
- Ensure visibility of the centre and its services through production of PR materials, media engagement and organization of events.
- Institute partnership with universities and regional offices such as MSE development, TVET centres, etc.

### **4. Resource mobilization:**

- Determine and communicate strategic direction for the centre
- Branding of EDC (services and products and value proposition of the centre)
- Develop a sound resource mobilization strategy and mobilize resources for the centre to ensure its sustainability through communication and approval of the steering committee
- Maintain good working relations with donors and development partners and ensure their active engagement in interventions that are of common interest

## **E. COMPETENCY AND EXPERTISE REQUIREMENTS**

### **i. Qualification and Skills**

- Master's Degree or above in Economics, Business studies, Business administration, Management, International Relations, Organizational Leadership, Public Administration, Marketing or related social science fields.
- Minimum 15 years of relevant professional experience, of which 7 years shall be in a senior management position.
- A professional qualification in organizational leadership will be an added advantage.

### **ii. General Professional Qualification**

- Proven experience in leadership roles
- Extensive Project Management experience and good organisational and interpersonal relationship skills;
- Experience in strategy formulation and analysis
- Resource mobilization experience
- Experience in preparation of annual work plan, implementation and report writing;
- Fluency in both spoken and written English and in Amharic;

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- A clearly demonstrated passion and commitment to entrepreneurship development and understanding of the private sector;
- Mature, credible, and comfortable in dealing with public officials, private industry officials, professional personnel, entrepreneurs and development partners;
- Ability to plan, direct, and coordinate program and administrative activities of a complex, interrelated and interdependent nature;
- Ability to maintain favourable public relations;
- Position requires extensive travel.

### **iii. Specific Professional Qualification**

- Specific experience in the management of UNDP/Bilateral/multilateral donor funded and government programs;
- Thorough knowledge and experience of UNDP/Bilateral/multilateral donor funded and government procurement rules and annual work-plan management and accounting procedures;
- Experience with the implementation of entrepreneurship and business development strategies aimed at improved enterprise development and poverty reduction over the past 10 years.

### **iv. Functional Competencies**

- Outstanding communication skills in English
- Positive and constructive approaches to work with energy
- Demonstrate openness to change and ability to receive and integrate feedback
- Self-driven, results-oriented professional with a positive outlook
- Excellent written and verbal communication skills
- Strong time management and meet established time lines
- Computer literacy and good reporting skills;
- Team work.

Applications will have to be submitted to the following email address: [info@edcethiopia.org](mailto:info@edcethiopia.org)

OR

You can also hand-deliver applications to: Entrepreneurship Development Centre, Kazanchis, Nega City Mall, 3<sup>rd</sup> Floor (in front of Zemen Bank).

Applicants are expected to submit their applications from 03 to 10 September 2018.