



### **Agribusiness Coordinator – Strategy & Marketing** **Scope of work | January 2022**

In 2022, Bountifield will complete the proof-of-concept phase of the Mavuno Bora pilot project, in preparation for scaling the business model over the next 3-5 years. The agribusiness coordinator will focus primarily on dedicated and intensive business development support to the Mavuno Bora entrepreneurs with a goal to “graduate” the micro-enterprises, currently at start-up stage, by putting them on a business growth trajectory, preparing them for additional investment/lending. The agribusiness coordinator’s ultimate measure of success will be in the number of enterprises that are able to fully pay back their asset loans, have thriving businesses that serve smallholder farmers, and attract – and meet their requirements of – other lenders and investors. The main areas of work expected this year include:

- 1) Design coaching and mentoring plans to support the Mavuno Bora enterprises
  - a. Define the criteria for “graduation” of the enterprises, including a check-list to monitor progress.
  - b. Assess the capacity and positioning of the enterprises, based on the “whole business”, including all income-generating activities, in addition to the post-harvest services that Bountifield is supporting. Each entrepreneur should have a detailed profile outlining their findings to be applied in the coaching plans (c. below).
  - c. Develop coaching plans for entrepreneurs based on their capacity assessments and progress to date (from bootcamps and training already provided). These should be tailored to each individual business with clear goals of where they are expected to be at the end of the year.
  - d. Create a coaching activity calendar that shows the anticipated touch-points with each of the enterprises and expected topics to be covered in each. This should align with the M&E matrix.
  
- 2) Provide mentoring and coaching to a portfolio of micro-enterprises within the cohort of the Mavuno Bora project.
  - a. Provide business coaching and training to entrepreneurs on business strategy and marketing, customer acquisition and retention, business performance metrics, and promotion.
  - b. Work closely with the Digital Marketing Consultant to develop a digital marketing strategy and lead on its implementation.
  - c. Advise on and support the development of business growth plans.
  - d. Support the promotion and implementation of all marketing strategies (digital and conventional).

- e. With anchor partners, track farmer crop planting, harvesting and make projections to advise the entrepreneurs on business opportunities and to forecast risks.
  - f. Monitor relevant crop markets, prices and other dynamics affecting the micro-enterprises.
  - g. Prepare materials and tools for managing revenues, costs, cash flows, etc.
- 3) Contribute to and support other project activities, especially M&E and reporting.
- a. Follow the progress of each micro-enterprise and monitor their activities.
  - b. Draft and submit regular progress reports on the businesses.
  - c. Contribute to the project's quarterly reporting and planning.
  - d. Participate in weekly team meetings and others, as required.
  - e. Support the team leader in partner relationship management, with a goal to onboard a financial partner by Q3.

This role is based in Kenya. If interested, please send CV and cover letter to [jobs@Bountifield.org](mailto:jobs@Bountifield.org). Submissions will be reviewed on a rolling basis until the position is filled.

