

INTERNATIONAL TRADE CENTRE (ITC)

TERMS OF REFERENCE

National Enterprise Development and Value Chain Expert

EMPOWER

PROGRAMME

KENYA

JULY 2025

Application Deadline: 15 September 2025

Position Title	National Enterprise Development and Value Chain Expert
Duty Station	Nairobi, Kenya (with field travel to Kisumu, Meru, Nakuru, Mombasa)
Contract Type	Individual Service Agreement (ISA) - National Expert
Duration	12 months (renewable subject to performance and funding availability)
Daily Fee	USD 350 - 450 (based on qualifications and experience)
Reporting to	EMPOWER Programme Manager, ITC Kenya Country Office
Project Number	ITC/KEN/2025/EWB/001
Expected Start	1 October 2025
Application Deadline	15 September 2025
Reference Number	EMPOWER-ISA-2025-001
Duty Travel	Up to 30% of working time; travel costs covered per ITC DSA rates
Language	English (required); Swahili (highly desirable)

1. BACKGROUND AND CONTEXT

The Enterprise and Market Pathways for Women's Economic Resilience (EMPOWER) Programme is a 48-month initiative implemented by ITC and Ecologists Without Borders (EWB), funded by the European Union. The programme aims to accelerate the economic empowerment of women entrepreneurs in Kenya's agro-processing and light manufacturing sectors across five counties: Nairobi, Mombasa, Kisumu, Nakuru, and Meru.

The programme is structured around three result areas: (1) enterprise capacity development and productivity improvement; (2) access to finance through a Women's Credit Guarantee Scheme; and (3) market linkages and value chain integration. The National Enterprise Development and Value Chain Expert will be the primary technical resource person for Result Areas 1 and 3, providing hands-on expertise in enterprise development, value chain analysis, and market systems.

2. OBJECTIVE OF THE ASSIGNMENT

The National Enterprise Development and Value Chain Expert will provide high-quality technical expertise to support the EMPOWER programme in designing, implementing, and monitoring enterprise development interventions and value chain integration activities. The Expert will work under the direct supervision of the EMPOWER Programme Manager and in close collaboration with the EWB Green Enterprise Network team and national partners.

3. SCOPE OF WORK AND SPECIFIC TASKS

3.1 Enterprise Development and Capacity Building

The Expert will lead the design and delivery of the EMPOWER Business Development Services (BDS) training programme, including:

- Conduct a Training Needs Assessment (TNA) for 200 sampled enterprises across 5 counties to inform BDS curriculum design
- Develop a modular BDS curriculum covering: business planning, financial management, quality standards, digital marketing, and export readiness
- Recruit, train, and supervise a network of 25 national Business Development Advisors (BDAs) to deliver training at county level
- Oversee the establishment and operationalisation of 5 Women's Business Acceleration Hubs, including equipment procurement and Hub management training
- Design and implement a peer learning and mentorship programme linking 200 high-potential enterprises with established business mentors

3.2 Value Chain Analysis and Market Linkages

The Expert will lead value chain analysis and market linkage activities, including:

- Conduct detailed value chain analyses for 3 priority sectors (agro-processing, textiles, and household goods) in each of the 5 target counties
- Identify market opportunities, buyer requirements, and value chain upgrading pathways for women-led enterprises
- Design and organise 20 buyer-seller matchmaking events, connecting EMPOWER enterprises with formal buyers, supermarket chains, and export agents
- Support 500 enterprises to negotiate and sign formal off-take agreements with verified buyers

- Coordinate with EWB Green Enterprise Network to support 200 enterprises in achieving export readiness and accessing regional (EAC) markets
- Liaise with the Kenya Association of Manufacturers (KAM) and Kenya Private Sector Alliance (KEPSA) to facilitate enterprise integration into formal supply chains

3.3 Monitoring, Reporting, and Knowledge Management

- Develop enterprise-level monitoring tools and data collection instruments for Result Areas 1 and 3
- Conduct quarterly enterprise surveys to track progress against logframe indicators
- Prepare quarterly technical progress reports for submission to the Programme Manager
- Document and disseminate at least 6 case studies and best practice briefs per year
- Contribute to the EMPOWER Annual Report and donor progress reports

4. DELIVERABLES AND PAYMENT SCHEDULE

#	Deliverable	Deadline	Payment (%)
D1	Inception Report: detailed work plan, TNA methodology, and stakeholder engagement plan	Month 1	10%
D2	Training Needs Assessment Report with BDS curriculum framework	Month 2	10%
D3	BDS Curriculum Package (14 modules) and BDA training materials	Month 4	15%
D4	Value Chain Analysis Reports for 3 priority sectors (5 counties)	Month 5	15%
D5	Mid-term progress report: BDS delivery status, Hub establishment, and market linkage pipeline	Month 6	10%
D6	Report on 10 buyer-seller matchmaking events and 250 off-take agreements signed	Month 9	15%
D7	Export Readiness Assessment and EWB Green Enterprise Network registration report (200 enterprises)	Month 11	10%
D8	Final Report: comprehensive results summary, lessons learned, and sustainability recommendations	Month 12	15%

5. QUALIFICATIONS AND EXPERIENCE REQUIREMENTS

5.1 Education

A Master's degree in Business Administration, Economics, Development Studies, Agricultural Economics, or a closely related field is required. A Bachelor's degree with 10 or more years of directly relevant experience may be considered in lieu of a Master's degree.

5.2 Professional Experience

The following experience is required:

- Minimum 7 years of progressively responsible professional experience in enterprise development, value chain development, or private sector development in a developing country context
- Demonstrated experience in designing and delivering Business Development Services (BDS) programmes for MSMEs, with a strong preference for experience with women-led enterprises
- Proven experience in conducting value chain analyses and facilitating market linkages between MSMEs and formal buyers
- Experience working with or for a UN agency, international NGO, or bilateral donor programme is a strong advantage
- Familiarity with Kenya's business environment, regulatory framework, and key private sector actors
- Experience in training design and facilitation, including training of trainers (ToT) methodologies

5.3 Technical Skills

- Strong analytical skills with experience in value chain mapping, market systems analysis, and enterprise diagnostics
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint); familiarity with data collection tools (KoboToolbox, ODK) is an advantage
- Excellent written and verbal communication skills in English; Swahili proficiency is highly desirable
- Ability to work independently, manage multiple priorities, and deliver high-quality outputs under tight deadlines

6. APPLICATION PROCESS AND SELECTION CRITERIA

Interested candidates should submit the following documents to empower.recruitment@intracen.org by 15 September 2025, with the subject line 'EMPOWER-ISA-2025-001 – National Enterprise Expert':

- Completed ITC Personal History Form (P11) — available at www.intracen.org/careers
- Curriculum Vitae (maximum 5 pages) highlighting relevant experience
- Cover letter (maximum 2 pages) explaining motivation and suitability for the position
- Financial proposal indicating expected daily fee in USD
- Contact details for 3 professional references

Evaluation Criterion	Weight	Assessment Method
Education and academic qualifications	20%	Document review (P11 and CV)
Relevant professional experience (enterprise development, value chains)	35%	Document review and structured interview
Technical skills and knowledge of Kenya's private sector	25%	Technical assessment and interview
Communication skills and quality of cover letter	20%	Document review and interview

7. GENERAL CONDITIONS AND ITC POLICIES

The assignment will be governed by ITC's Individual Service Agreement (ISA) contract modality. The Expert will not be considered an ITC staff member and will not be entitled to ITC staff benefits. The Expert is responsible for their own tax obligations in accordance with Kenyan law. ITC is committed to workforce diversity and encourages applications from women, persons with disabilities, and candidates from underrepresented groups.

ITC has a zero-tolerance policy towards sexual exploitation and abuse, sexual harassment, and any form of discrimination. All selected candidates will be required to sign ITC's Code of Conduct and complete mandatory online training on these topics prior to commencing the assignment.