



The Food Heritage Foundation

TERMS OF REFERENCE

Business Development Expert

The Food Heritage Foundation (FHF) is a non-profit organization that strongly believes in local food heritage being a potent tool for economic development. The FHF aims to revive traditional cuisine and local produce and promotes the livelihoods of rural producers and processors through rural-urban linkages. FHF has been implementing capacity building projects throughout Lebanon promoting the local food system, supporting the livelihoods of small-scale farmers/producers, and fostering sustainability.

FHF is currently implementing a project aiming at fostering food security while promoting resilience and adaptation capacities of vulnerable small and medium-sized agricultural enterprises. The project is implemented by FHF in partnership with GIZ and is commissioned by BMZ.

Within this project, FHF is seeking to recruit **4 individual Business Development Consultants** or a **Company/ Organization** who is capable of providing consultants with experience in training and coaching businesses, who shall support the project's beneficiaries by developing individual business plans and implementation strategies.

Scope of Work

The Business Development Consultants will be primarily responsible of the following activities:

- Support 20 entities (small businesses) through training/coaching sessions on business development.
- Develop curriculum for 3 training sessions to support small agri-food businesses in developing and/or upgrading their Business Continuity Management strategy. Trainings would include business ideation, management, human resources, finance/ procurement, marketing and branding.
- Deliver the prepared curriculum to the 20 entities divided into 4 groups, providing a total of **12 training sessions** (4 hours each).
- Conduct a total of **200 one-to-one coaching and mentoring sessions** (2 hours each) tailored to the different MSMEs participating in the project, based on their needs, vulnerabilities and capacities, in order to develop/upgrade the entities' business plans.
- Coordinate with the project's Business Development Expert to ensure the cohesion of the applied methodology and to ensure the delivered curriculum and activities are aligned with the circular economy approach and gender mainstreaming.
- Evaluate activities, develop, and submit reports including gaps, strengths, success stories and constructive feedback on each MSME, as and when required.



- All trainings and coaching sessions will be conducted in West Bekaa and Chouf regions.

Essential Minimum Qualifications

- Consultants with demonstrated experience in training and coaching businesses, and proven experience in business development and capacity building related work.
- Consultants with advanced degree in public relations, business administration, marketing, communication or other relevant discipline.
- Companies/ organizations with at least 10 years of experience in leading and supporting community and business development activities, who can ensure experts with relevant experience, are encouraged to apply.
- Companies/ organizations should be able to ensure 4 Business Development specialists, with the capacity to conduct 4 sessions in parallel.
- Good teamwork and communication skills
- Good reporting skills
- Excellent knowledge of Arabic and English languages
- Ability to start work in March 2023.

How to Apply

- Deadline to submit CV: February 24, 2023
- Interested candidates should send their portfolios to: info@food-heritage.org