



## **Job Description**

**Job Title:** Marketing Brokerage & Policy Lead

**Department:** Business Development Services

**Supervisor:** Project Manager

**Work Location:** Jinja

### **About the Federation of Small and Medium-Sized Enterprises-Uganda**

The Federation of Small and Medium Enterprises-Uganda (FSME) is the umbrella body for Micro, Small and Medium Enterprises in Uganda that plays a pivotal role in creating a robust and conducive business environment for small and medium businesses in Uganda. It is a not-for-profit membership association for Micro, Small and Medium Enterprises in Uganda, registered as a company limited by guarantee. It was founded in 1990 and formally re-incorporated as a company limited by guarantee in 2017. Since its founding, and has grown from strength to strength. Presently, it has an excess of 734,000 members nationwide. The Mission of the FSME is to equip MSMEs for success and growth, by ensuring that there is a conducive environment for business and access to quality business development services.

The strategic priorities of FSME for the period 2020-2025 are: to build a healthy entrepreneurial ecosystem and advocate for a conducive business environment for the growth of MSMEs, to increase the competitiveness of MSMEs in Uganda by addressing constraints in financing, entrepreneurship, technical skills, value chains and access to markets, to support the post COVID-19 recovery and resilience of MSMEs through digital transformation, to improve the institutional capacity of MSMEs to effectively serve Micro,

Small and Medium Enterprises and to promote the inclusion of women, youth and other marginalized groups in the association's programs and structures.

### **About the Stimulating Agribusiness for Youth Employment (SAYE) Project:**

FSME is a member of a consortium of organizations that will implement the Stimulating Agribusiness for Youth Employment (SAYE) project. The consortium will be led by Heifer International in partnership in partnership with Mastercard Foundation. This project will be implemented in 11 districts of the Busoga region, namely: Jinja, Mayuge, Iganga, Kamuli, Kaliro, Namutumba, Bugweeri, Luuka, Buyende, Bugiri and Namayingo. This project will run from 2023-2029 and it is aimed at improving the socio-economic wellbeing and resilience of young people in the Busoga sub-region. A total of 250,000 young people aged between 16-35 years will be reached through this intervention. 70% of these will be young women and 3% will be young people with disabilities.

This project intends to address the endemic joblessness among young people in the Busoga region through two pathways: Agri-hub development and MSME promotion. Under the MSME promotion pathway, FSME will support 2,000 off farm agricultural enterprises in urban and peri-urban areas. These will be provided with a range of demand driven business development and brokerage services aimed at increasing their market access, stimulating their performance and creating apprenticeship and employment opportunities for 62,000 young people. FSME will also support these young people to engage in evidence-based policy advocacy to address policy and regulatory barriers that constrain the growth of youth-owned ventures.

### **Job Summary:**

The Marketing, Brokerage and Policy Lead will be charged with improving market access for products and services produced by young agripreneurs and other growth oriented MSMEs. He/She will also be responsible for understanding and contribute to addressing the key policy barriers that limit the entrepreneurial growth and scaling of MSMEs.

### **Roles and Key Responsibilities:**

- Creating vertical linkages with Off takers/Anchor firms/Aggregators/Exporters and other value chain actors,
- Unlocking public procurement opportunities for youth agripreneurs and MSMEs
- Improving the access of agripreneurs and MSMEs to storage, warehousing and logistics services,

- Improving food safety, quality standards and/or access to certifications (including the Q-mark) to unlock access to specialized markets and leveraging digital market places.
- Supporting the business formalization of young agripreneurs and MSMEs
- Overseeing the organizing of Business-to-Business Meetings between MSMEs and off takers and/or other buyers in order to facilitate transactions
- Overseeing the organizing of youth focused business forums to catalyze linkages with other value chain actors.
- Overseeing the organizing of district level trade shows and exhibitions as a marketing tool that can enable youth agripreneurs and MSMEs to showcase their products and services and reach a huge segment of the local market at one go
- Overseeing the conducting of a MSME Ecosystem diagnostic assessment of potential barriers and existing policies for youth /female engagement in agribusiness
- Organizing Multistakeholder business advocacy dialogues at district level in order to offer MSMEs a platform to engage Policy Makers and other duty bearers
- Commissioning specialized research studies and prepare position papers/policy briefs to inform MSME policy engagement
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### **Knowledge, Skills, and Abilities**

- Commitment to uphold FSME standards, policies, and procedures, and willingness to comply with HPI and MCF guidelines.
- Experience in improving market access for products and services for young agripreneurs and MSMEs through brokerage
- Experience in policy advocacy and research
- Experience working in rural areas
- Strong organisational skills and attention to detail
- Excellent computer skills
- Experience in writing and editing reports desirable
- Some experience in administration or project management desirable
- Ability to work to tight deadlines and under pressure
- High degree of initiative, flexibility and creativity
- Experience working in a team
- Ability to work well within a small team and able to work independently with minimal supervision
- Ability to travel within the Busoga region on a regular basis (estimated at a minimum of 80 percent).

## **Basic Qualifications**

- A relevant university degree (e.g. Commerce, Business Computing, Marketing, Business Administration)
- A minimum of five years' experience in SME development required

**NOTE:** The Mastercard Foundation adheres to the highest standards of care related to its programs, those involved in carrying out its mission, and the millions of young people it supports in accessing dignified and fulfilling work. The Foundation has a zero-tolerance policy for all forms of misconduct and takes seriously its responsibility to improve the safety and well-being of the young people who participate in its programs. This duty of care is shared by the Foundation's partners. As such, during recruitment of staff for Foundation supported programs, all necessary mechanisms are put in place to ascertain that candidates under consideration share our commitment to safeguarding.

## **Application Procedure:**

All suitably qualifying, and interested candidates are encouraged to apply following these instructions:

Email a cover letter, CV, scanned academic documents and a copy of your national identity card only to [humanresource@fsmeuganda.info](mailto:humanresource@fsmeuganda.info) by **April 29<sup>th</sup>, 2024**, at **5:00pm**. Application documents including scans of documents that exceed 5MB will lead to rejection of your application. In addition, indicate three names, telephone contacts and e-mail addresses of professional referees. Furthermore, request at least two of the referees to separately send sealed confidential reference letters attesting to the applicant's competences for the job applied for before the closing of the advert.

In the subject line of the email, copy and paste – **MARKETING BROKERAGE & POLICY LEAD-SAYE** only. All applications that do not contain this exact subject line will not be considered.

**ONLY SELECTED CANDIDATES THAT MEET THE REQUIREMENTS WILL BE NOTIFIED.**