



Ministry of Fisheries, Marine Resources and Agriculture  
Male', Republic of Maldives

## MALDIVES AGRIBUSINESS PROGRAM

### TERMS OF REFERENCE

#### Business Development Specialist

#### A. BACKGROUND

The Government of Maldives (GoM) through the Ministry of Fisheries, Marine Resources and Agriculture (MoFMRA) is initiating the implementation of the Maldives Agriculture Program (MAP), a 5 year project, with the support of International Fund for Agriculture Development (IFAD). The Program will be managed with the support of an Implementing Partner, by the Project Implementation Unit (PIU) set-up within the MoFMRA in accordance to the guidelines provided by the design report, implementation manual and under the guidance of the project steering committee and IFAD supervision missions.

The main aim of MAP is to enable small farmers in the Program area to sustainably enhance their production levels, increased income, secured food and nutrition for their household demands and deliver produce to connected markets.

#### B. OBJECTIVES OF ASSIGNMENT AND OVERALL RESPONSIBILITY

The Project Implementation Unit wishes to contract a Business Development Specialist. The Business Development Specialist will provide overall leadership for programme support to building partnerships between producers and private companies, and fostering market-driven business relationship between organized production, transportation and markets in the forms of supply contracts or contract farming.

## C. OVERALL RESPONSIBILITY

Business Development Specialist will provide guidance and support in the overall project design with focus on development strategies. He/she will undertake the following specific activities:

1. Liaise on a regular basis with the MoFMRA related technical departments/divisions, Hanimaadhoo Agriculture Research Center (HAC) and Agro National Corporation Ltd other implementing agencies involved in implementation of Components activities for joint planning and monitoring;
2. Conduct primary and secondary market research and analysis, leading to determination of relevant trends and client opportunities
3. Identify best practices and the strategic gaps in linking buyers and producers, and aid in providing recommendations to improve delivery of market service.
4. Evaluation, design, and implementation of business capacity building programs and value chain development strategies for the agriculture businesses as well as provide ongoing expertise and input into long-term strategic development.
5. Develop detailed work plans which identify, priorities and sequence the activities required for successful delivery of the Components, and contribute to the development of the Annual Work Plans and Budgets (AWPB);
6. Ensure that each member of the programme field team involved in Components activities has a clear understanding of their role, responsibilities and short-term activities and goals;
7. Establish and regularly update a training plan for the required capacity building measures linked to implementation of the component;
8. Provide technical guidance on all aspects of business planning and implementation e.g., business plan preparation, business model appraisal, business planning and implementation process.
9. Assist in the establishment and update of the procurement plan for items linked to the implementation of Components.
10. Ensure that component outputs are delivered in a due manner without targeting deviation;
11. Assist in the design of an M&E system with regards to the activities, outputs, outcomes and impacts of Component activities;

12. Conduct primary and secondary market research and analysis, leading to determination of relevant trends and client opportunities
13. Report to the Program Director as per agreed upon reporting schedules and formats and proactively raise issues of concern with program leadership
14. Facilitate case studies and documentation of good practices as developed during implementation as part of knowledge management;
15. Liaising with Sales, Marketing, and Management to align strategies aimed at increasing revenue.
16. Performing competitor analysis toward obtaining an increased market share
17. Participate in monitoring, supervision missions, mid-term reviews and program completion missions;
18. Suggest specific activities and initiatives that will strengthen the project delivery, efficiency, effectiveness and sustainability.
19. Assist train AgroNat's extension staff, Link Farmers
20. Carry out any other duties as designated by the Program Director from time to time.

#### **D. QUALIFICATIONS AND EXPERIENCE**

1. A Bachelors degree in Business Development, Agribusiness, Agricultural economics, Marketing or related field with at least 3 years work experience
2. Sound background and experience in good agricultural practices;
3. Practical knowledge and understanding of working with institutions, farmers and private sector;
4. Substantial experience in capacity building of public and private institutions;
5. Proven ability to constructively interact with teams of professionals from various stakeholders;
6. Creative, innovative system thinker, with ability to catalyse change
7. Demonstrates good oral and written communication skills in substantive and technical areas
8. Excellent writing, editing and analytical skills and capability of working independently.  
Fluent in written and spoken English and Dhivehi;

9. A high level of computer literacy is required. Familiarity with programs like Word, Excel, PowerPoint and CorelDraw are required.
10. Ability to interact with multiple staff in the relevant agencies and respond to and liaise with stakeholders from industry and private sector
11. Experience with the logical framework approach to monitoring as well as quantitative, qualitative and participatory monitoring approaches;
12. Should have strong and proactive interpersonal communicative skills, experience in team leadership and participatory management.

The short-listed candidate will be requested to participate in personal interviews, submit the names and contact details of personal referees who can attest to their ability.

The successful candidate must understand the objectives and delivery mechanisms of the project. S/he must be willing to work in a team, be flexible to emerging or changing conditions, and undertake initiative to overcome challenges.

## **E. REPORTING REQUIREMENT**

1. Report directly to the Project Director and Project Coordinator on all aspects of Project Management throughout the duration of the contract unless otherwise advised by the Implementing Agency.
2. The Business Development Specialist is expected to report to work on week days from 0800 – 1500 hours other than public holidays and provide services to the Client for an average of 35 hours a week.
3. The Business Development Specialist shall provide all the necessary reports and updates to the Project Director to be presented at the Steering Committee and donor agencies whenever needed.
4. The Business Development Specialist is required to report to work in official attire.

## F. SCHEDULE FOR THE ASSIGNMENT

Duration of the assignment is 12 months from the commencement of the works with potential extension based on performance. The successful candidate is expected to commence the services in July 2023

This position is based at the PIU Office of the Ministry of Fisheries, Marine Resources and Agriculture in Male' with travel to Islands vessels or field visits as maybe required.

## G. RENUMERATION AND OTHER BENEFITS

1. **MVR 20,000 - 24,000** depending on qualifications and experience, per calendar month as remuneration for the services provided depending on qualifications and experience, for the services provided by the Business Development Specialist except for unauthorised leave. The Business Development Specialist shall be paid for Working Days for which the Business Development Specialist has actually attended work and signed the attendance register provided by the Implementing Agency.
2. Training and travel expenses under the PIU as budgeted under the Project and approved by implementing agency.
3. S/he shall participate in the "Maldives Retirement Pension Scheme" as required by the Maldives Pension Law and its regulations.
4. S/he will be given an allowance called "Ramadan Allowance" as per the rules of the Implementing Agency, prior to the beginning of the month of Ramadan. The allowance will be entitled only to Muslims.

## H. SERVICES AND FACILITIES TO BE PROVIDED BY THE IMPLEMENTING AGENCY

1. Office space and other facilities such as computers will be provided as required.
2. Local transport for official travel between Malé and field visits to islands; food, accommodation and allowance.