

## JOB DESCRIPTION

<b>Job Title:</b>	Manager: Market Access & Export Promotion	<b>Department:</b>	MSME Development, Innovation & Acceleration
<b>Employee Name:</b>		<b>Division:</b>	Market Access & Export Promotion
<b>Job Category:</b>	Managerial	<b>Job Grade</b>	
<b>Travel Required:</b>	Yes	<b>Position Type:</b>	Permanent
<b>Location:</b>	Windhoek	<b>Subordinates:</b>	
<b>Immediate Supervisor</b>	Executive Director: MSME Development, Innovation & Acceleration		
<b>Job Purpose:</b>			
The Manager: MSME Market Access & Export Promotion will focus on ensuring that MSMEs have opportunities and capacity in penetrating new markets; shelf space; exporting and scaling their operations. This role will manage a team that in turn will work with key stakeholders to best coordinate and create an impactful difference for Namibian MSMEs.			
<b>Role and Responsibilities:</b>			
<ol style="list-style-type: none"> <li>1. Market Entry Strategies, Initiatives and Projects: <ul style="list-style-type: none"> <li>• Develop and coordinate market entry strategies, initiatives and projects that align with the MSMEs strategic goals and objectives.</li> <li>• Identify potential risks and challenges and devise mitigation plans.</li> </ul> </li> <li>2. Partner and Stakeholder Engagement: <ul style="list-style-type: none"> <li>• Build relationships with key stakeholders, such as government agencies and industry associations.</li> <li>• Identify potential partners, sponsors and collaborators to expand on our efforts, with a national reach.</li> </ul> </li> <li>3. Export and International Expansion: <ul style="list-style-type: none"> <li>• Assist MSMEs in identifying international markets and developing export strategies.</li> <li>• Navigate complexities related to tariffs, customs, and international trade regulations.</li> <li>• Ensure MSMEs are aware of and compliant with local and international regulations governing their products or services.</li> <li>• Enable MSMEs to obtain the necessary certifications and approvals.</li> </ul> </li> <li>4. Market Access Knowledge and Education: <ul style="list-style-type: none"> <li>• Coordinate platforms that enable ease of consistent and reliable access to relevant information pertaining to export readiness and market opportunities</li> <li>• Equip MSMEs with the skills and knowledge needed to succeed in the chosen market.</li> </ul> </li> <li>5. Monitoring and Evaluation: <ul style="list-style-type: none"> <li>• Continuously monitor and assess the performance of MSMEs in the target market.</li> <li>• Adjust strategies and provide guidance based on performance data and market feedback.</li> </ul> </li> <li>6. Reporting and Documentation: <ul style="list-style-type: none"> <li>• Maintain records and documentation related to market access activities.</li> <li>• Prepare reports and updates for internal and external stakeholders.</li> </ul> </li> </ol>			
<b>Qualifications and Education Requirements</b>		<b>Preferred Skills</b>	
<ul style="list-style-type: none"> <li>• A minimum of an appropriate and relevant Honours Degree in Commerce, Economics, Business Management, Public Administration.</li> </ul>		<ul style="list-style-type: none"> <li>• Strong coaching qualities.</li> <li>• Excellent verbal and written communication skills.</li> </ul>	

<ul style="list-style-type: none"> <li>• A Masters Degree will be an added advantage.</li> <li>• At least 5-7 years' practical experience with relevant work experience in a field of MSME development, export promotion, or similar with a demonstrated understanding of the challenges facing MSMEs.</li> <li>• Experience in MSME related projects and project management will be advantageous.</li> <li>• At least 3 years in a managerial role.</li> </ul>	<ul style="list-style-type: none"> <li>• Strong presentation skills.</li> <li>• Ethical conduct and high integrity.</li> <li>• Strong project management skills.</li> <li>• Result driven and an ability to deliver results and meet expectations.</li> <li>• Design thinking approach to solving problems.</li> <li>• Accuracy and attention to detail.</li> <li>• Planning ahead and working in systematic and organised ways.</li> <li>• A good understanding of data privacy and confidentiality standards.</li> <li>• Ability to manage multiple concurrent projects and complex assignments.</li> <li>• Ability to establish and maintain positive working relationships with key stakeholders.</li> </ul>
---	--

**Internal/External Stakeholders:**

All internal staff members and external stakeholders in line with the responsibilities of the role.

Reviewed By (HR):		Date/Signature :	
Approved By (Line manager):		Date/Signature :	
Incumbent Signature:		Date/Signature :	