

JOB DESCRIPTION

Job Title:	Consultant: MSME Business Advisory Services	Department:	MSME Development and Export Promotion
Employee Name:		Division:	Business Advisory Services
Job Category:	Specialist	Job Grade	
Travel Required:	Yes	Position Type:	Permanent
Location:	Windhoek	Subordinates:	n/a
Immediate Supervisor	The MSME Business Advisory Services Consultant will report to the Manager of MSME Business Advisory Services at NIPDB. This role requires close collaboration with other team members and stakeholders to ensure a holistic approach to supporting MSMEs		
Job Purpose:			
<p>The purpose of this role is to provide relevant guidance, support, direction, and comprehensive business advisory services to existing small and medium enterprises (SMEs) and startups. The incumbent will leverage their expertise in business administration, marketing, branding, and key account management to facilitate and manage one-on-one mentorship and coaching sessions for potential high-value startups and existing SMEs. This role serves as the first point of contact for all MSMEs approaching or identified by NIPDB, aiming to enhance their business performance and market presence.</p> <p>This position may require occasional travel to meet with clients, attend events, and collaborate with stakeholders. The incumbent should be prepared to work in a dynamic and fast-paced environment, adapting to the evolving needs of MSMEs and startups</p>			
Role and Responsibilities:			
Key Responsibilities:			
<ol style="list-style-type: none"> 1. Business Advisory Services: <ul style="list-style-type: none"> ○ Provide expert guidance and support to SMEs and startups, helping them navigate business challenges and capitalise on opportunities. ○ Conduct one-on-one mentorship and coaching sessions to foster the growth and development of high-value startups and existing SMEs. 2. Client Engagement and Initial Consultation: <ul style="list-style-type: none"> ○ Serve as the initial point of contact for MSMEs approaching or identified by NIPDB. ○ Conduct initial meetings to understand the challenges faced by MSMEs, perform high-level root cause analysis, and offer actionable guidance. ○ Develop tailored action plans to address the specific needs of each client, ensuring alignment with their business goals. 3. Marketing and Branding Support: <ul style="list-style-type: none"> ○ Utilise marketing and branding expertise to help clients build strong, recognizable brands. ○ Assist MSMEs in developing effective marketing strategies to enhance their market presence and attract potential customers. ○ Provide insights into digital marketing, social media strategies, and other promotional activities to boost client visibility. 			

4. **Key Account Management:**
 - Identify potential high-value clients and develop strategies to engage and retain them.
 - Build and maintain strong relationships with key accounts, ensuring their ongoing satisfaction and loyalty.
 - Monitor and evaluate the performance of key accounts, providing regular feedback and support to drive continuous improvement.
5. **Monitoring and Evaluation:**
 - Continuously monitor and evaluate the progress and improvement of client businesses.
 - Track key performance indicators (KPIs) to measure the effectiveness of the support provided and the overall growth of MSMEs.
 - Prepare regular reports on client progress, highlighting successes, challenges, and areas for further development.
6. **Stakeholder Collaboration:**
 - Collaborate with internal and external stakeholders, including government agencies, financial institutions, and private sector partners, to provide comprehensive support to MSMEs.
 - Participate in workshops, seminars, and networking events to stay updated on industry trends and best practices.
7. **Knowledge Sharing and Capacity Building:**
 - Conduct training sessions and workshops to build the capacity of MSMEs in areas such as marketing, branding, and key account management.
 - Share industry insights, case studies, and best practices to empower MSMEs and foster a culture of continuous learning and improvement.

<p>Qualifications and Experience Requirements:</p> <ul style="list-style-type: none"> ● Bachelor's degree in Business Administration, Economics, Marketing/Branding or Entrepreneurship.. An honours degree would be advantageous. ● Proven 4-6 years experience in business advisory services, with a focus on marketing, branding, and key account management. ● Knowledge and understanding of Namibian MSME sectors ● Must have a valid code B drivers' licence ● Proficiency in more than one Namibian languages will be an added advantage 	<p>Critical Competencies:</p> <ul style="list-style-type: none"> ● Strong analytical and problem-solving skills, with the ability to perform high-level root cause analysis. ● Excellent communication and interpersonal skills, with the ability to build and maintain strong client relationships. ● Proficiency in digital marketing and social media strategies. ● Strong organisational skills, with the ability to manage multiple clients and projects simultaneously. ● A passion for supporting the growth and development of MSMEs and startups. ● Strong time management skills, by delivering to deadlines, managing time across projects and proactively raising issues in a timely manner. ● Confident, ambitious, strategic and forward-thinking. ● Advanced computer skills including MS Office Suite ; Adobe Indesign; Adobe PhotoShop; Canva.
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Internal/External Stakeholders:

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

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