



## JOB DESCRIPTION

<b>Position Title</b>	<b>Business Development Service (BDS)</b>
<b>Position Grade / Job level</b>	<b>Senior Officer/Officer</b>
<b>Reports Into</b>	<b>Project Manager</b>
<b>Function / Department</b>	<b>Commercial</b>
<b>Subsidiary</b>	<b>EBTL</b>

### 1.0 ABOUT THE EQUITY GROUP FOUNDATION

Equity Bank (T) Limited is a subsidiary of Equity Group Holdings PLC a Pan African **Financial Services Group** with operations and in six countries namely Kenya, Rwanda, DRC, Uganda, Tanzania, and South Sudan. We also have ambition to grow our footprint to a further six countries by 2030. The scope of our business cuts across **Banking, Insurance, Technology, and Social Enterprise**. Our business model is underpinned by **Social, Economic and Sustainability engines (Tri-Engine Model)** that capacitate value chains sustainably and support communities. **Our Purpose** is “Transforming lives, giving dignity, and expanding opportunities for wealth creation”. **Our Vision** is “To be the champion of the socio-economic prosperity of the people of Africa”. Our mission is lived through our global values of Professionalism, Integrity, Creativity & Innovation, Teamwork, Unity of Purpose, Respect, and Effective Corporate Governance, summarized in the acronym **PICTURE**. Our strategic ambitions are articulated in the Africa Recovery and Resilience Plan (**ARRP**).

### 2.0 THE ROLE PURPOSE

Reporting to the Program Manager the Enterprise Development Officer [BDS Mentor]- BDS will deliver high-quality, demand-driven Business Development Services under the program to strengthen the capacity, competitiveness, and sustainability of Micro, Small and Medium Enterprises (MSMEs).

The role provides enterprise diagnostics, structured individual and group mentorship/coaching, and linkages to finance and markets, and ensures accurate baseline/endline measurement, reporting, and documentation of results and learning.

### 3.0 THE KEY RESPONSIBILITIES

1. Mobilize, screen, and enroll eligible MSMEs into the program in collaboration with bank branches and partners.
2. Conduct in-depth enterprise diagnostics using EGF tools to identify gaps in governance, operations, marketing, and financial management.
3. Conduct baseline assessments/surveys and develop MSME business improvement/growth plans with clear milestones.
4. Deliver demand-driven one-on-one mentorship/coaching to assigned MSMEs and track progress against improvement plans.
5. Facilitate group mentorship sessions/clinics and learning events using adult learning principles.

6. Support MSMEs to strengthen recordkeeping, costing/pricing, cashflow management and compliance to improve investment readiness.
7. Link MSMEs to appropriate financial services (accounts, digital channels, and credit where eligible) and track uptake.
8. Facilitate market linkages and business networks (buyers/off-takers, suppliers, platforms, and trade fairs) for supported MSMEs.
9. Conduct endline assessments and measure changes in enterprise capability and performance after BDS support.
10. Prepare and submit periodic BDS delivery and performance reports (weekly/monthly/quarterly) with insights and recommendations.
11. Document and disseminate success stories, case studies and lessons learnt in the BDS support.
12. Maintain accurate portfolio data in approved systems/tools and comply with program quality assurance and reporting requirements.
13. Participate in the development, review, and continuous improvement of BDS support materials, tools, and curricula.
14. Develop, deploy, and refine BDS training, mentoring and coaching curriculum/content throughout the program lifecycle

#### **4.0 CORE ACCOUNTABILITIES AND DELIVERABLES**

- Portfolio Delivery: MSMEs enrolled and completed the BDS cycle (baseline - mentorship - endline) against targets.
- Enterprise Performance: measurable improvements in business practices and outcomes for supported MSMEs.
- Finance Linkages: MSMEs linked to appropriate financial services; quality referrals and tracking of uptake.
- Market Linkages: MSMEs supported access markets and networks; buyer/off-taker relationships facilitated.
- Reporting and Learning: timely, accurate reports; clean data; documented success stories and lessons learnt.

#### **5.0 KEY DECISIONS MADE BY THE JOB-HOLDER (NOT RECOMMENDATIONS) AND HOW OFTEN**

- Prioritize MSMEs for coaching intensity based on diagnostic findings and performance trajectory.
- Determine suitable mentorship modality (individual vs group clinics) and scheduling based on demand.
- Identify and refer MSMEs to the most suitable finance and market linkage pathways based on readiness assessments.

#### **6.0 COMPLEXITY EXPECTED IN THE ROLE ( EG. MULTIPLE COUNTRIES, CROSS-FUNCTIONAL RESPONSIBILITIES, DELIVERING THROUGH OTHER THIRD PARTIES, EG..)**

- Field-intensive delivery to diverse MSMEs at varying maturity levels and sectors/value chains.
- Coordination with branches, internal teams, and external partners/service providers to mobilize and support MSMEs.
- Managing portfolio performance, data quality, and reporting timelines under SASTAIN program requirements.



**7.0 CRITICAL RELATIONSHIPS/STAKEHOLDERS/CONTACTS**

A: Internal: BDS Coordinator; ED&FI team; Branch Managers/Relationship Officers; Program/M&E teams.  
 B: External: MSMEs and business associations; county/sector partners; BDS providers; buyers/off takers; incubators/accelerators; training partners.

**8.0 KEY TECHNICAL SKILLS & LEADERSHIP COMPETENCIES**

- Strong communication, facilitation, and coaching skills; application of adult learning principles.
- Excellent interpersonal, listening, and questioning skills; ability to work with diverse business audiences.
- Enterprise diagnostics and business improvement planning for MSMEs.
- Basic financial and business management skills (records, costing/pricing, cashflow management).
- Ability to support MSMEs to adopt appropriate ICT/digital tools.
- High integrity, self-initiative, discipline, and results orientation; strong reporting and data accuracy.

**9.0 EXPERIENCE REQUIREMENTS**

- Minimum 7+ years proven experience supporting MSMEs through training, mentorship/coaching, advisory services, and linkages to finance and markets.
- Certified trainer preferred; priority given to ILO-SIYB training certification or equivalent.
- Experience working with financial institutions/branch networks to facilitate MSME access to financial services is an advantage.
- Practical experience in running and managing a business will be an added advantage.

**10.0 ACADEMIC QUALIFICATIONS AND CERTIFICATIONS**

- University degree in Entrepreneurship, Business Management, Economics, Agribusiness, or related field; or any other degree with a higher degree in Entrepreneurship/Business Management, Agribusiness, or related areas an advantage
- Certification in business training, mentorship and/or coaching certification is an advantage.
- ILO SIYB training certification is strongly preferred; priority to SIYB trained and certified mentors.

<b>ACCEPTANCE &amp; SIGNATURE</b>					
Employee's Name		Signature		Date of Signing	
Line Manager's Name		Signature		Date of Signing	