

Expression of Interest

Local Business Coaches

Do you have the talent and passion to support the growth of MSMEs in Tonga?

The Ministry of Trade & Economic Development (MTED), in collaboration with the Market Development Facility and the Pacific Labour Facility, is about to launch a Business Accelerator Pilot to support the growth of registered small enterprises in Tonga.

The Micro, Small & Medium Enterprise (MSME) sector is estimated to make up 85% of the local private sector landscape and generates employment for about 78% of the Tonga labour force. However, a vast number of MSMEs in Tonga suffer from common business challenges which results in opportunities foregone. These challenges range from having weak internal controls and systems; lack of business skills (management, leadership); poor formal planning resulting in bad investments; lack of access to a business mentor and lack of finance (not only access but management of finance).

To address the gap in basic business skills and the need for affordable and effective business support and advisory services for SMEs to transition into maturity, MTED is preparing to launch this Business Accelerator Pilot in December 2021. The Pilot involves a 6-month programme designed to provide selected MSMEs with business development services through classroom-based training and one-on-one mentoring to enhance entrepreneurial performance and support business growth. The classroom sessions will cover business topics such as strategic planning, financial management, sales and marketing, business improvement and human resource management.

In this regard, MTED is seeking to recruit **Local Business Coaches (LBCs)** for the following business-related areas:

- Strategic management
- Accounting and Financial Management
- Human Resource Management
- Sales & Marketing

This position will report directly to the Deputy CEO for the Business Development Support Division of the Ministry of Trade & Economic Development who is also the manager of the Tonga Business Accelerator Pilot.

An attractive remuneration package is on offer. Further details are included in the Terms of Reference (TOR) and can be submitted upon request. Applications should be emailed to anakatam@mted.gov.to and must include a cover letter and resume. Please quote 'Local Business Coaches' in the subject line.

The deadline for submission of applications is 29th October 2020.