

## Terms of reference for the appointment of short-term experts

ToRs Nr.:	C2-022	Date of filing:	15-04-18
Activity:	SME Development Office establishment	Activity number:	C2, A2.8
Type:	Short-term expertise	Log frame reference:	Result 2.8
Job title:	Head of SME Promotion Unit		
Category:	Senior Nat. NKE	Start date:	tbd
Man-days (total):	190	Location:	Kyiv / Ukraine

### 1 Background

"The SME Development Office (SMEDO) is an advisory body within the Ministry of Economic Development and Trade of Ukraine (MEDT) that provides technical assistance to the ministry and its 'Department for Entrepreneurship Development and Regulatory Policy' in implementation of Ukraine's SME Development Strategy 2020 and the associated SME Support Action Plan. The Action Plan's activities will focus on:

- Creating favourable environment for SME development;
- Improving SME access to finance;
- Simplify SME tax administration;
- Promoting entrepreneurial culture and develop entrepreneurial skills;
- Improving competitiveness and SME innovation potential.

During its initial phase, SMEDO will have 10 staff members in total, allocated to two units: one for 'SME and Entrepreneurship Promotion' and another for 'SME Policy Implementation'.

The SMEDO establishment is funded by the EU until March 2019 through its EU4Business project FORBIZ that supports the ministry with conceptual contributions, staffing and coaching."□

### 2 Scope of Work

#### 1) SME Support programme:

- i) Management of unit operations;
- ii) Communication with entrepreneurs and SMEs and identification of the SME needs;
- iii) Creation of SME support programmes and preparation of framework conditions for implementation;
- iv) Collecting data from SMEs reports and surveys;
- v) Management and monitoring of programmes and projects implemented by SMEDO;
- vi) Establishment of links with other SME policy support bodies;
- vii) Propose measures for SME policy improvement.

#### 2) International cooperation:

- i) Coordination with donors on creation and implementation of SMEs support programmes;
- ii) Creation of projects and programmes for donor financing;
- III) Cooperation with donors on creation and organisation of different international SME events.

**3) Entrepreneurship promotion:**

- i) Dissemination of information to SMEs about programmes and services, mechanisms and criteria on available SME support programmes in Ukraine and on targeted calls abroad;
- ii) Organisation of entrepreneurship raising awareness campaigns and other SME promotion events;
- iii) Targeted entrepreneurship promotion for youth, women, IDPs, ATO veterans and other specific social groups;
- iv) Evaluation of the implemented SME support programmes;
- v) Prepare annual and periodic reports related to implementation of SME competitiveness support programmes.

**3 Logistics**

**3.1 Travel costs**

Travel costs outside base of operations ('location') are subject of separate arrangements.

**3.2 Facilities to be provided**

Office space and the necessary technical equipment is provided.

**4 Expert profile**

**Qualifications and skills:**

- University degree (Master degree in public administration, economics, business management, international relations, or a related field) or equivalent;
- Excellent command of Ukrainian and good command of English and Russian; Excellent computer skills (MS Office: Excel, Word, Power Point, Outlook).

**General professional experience:**

- At least 5 years of proven professional experience in private company and/or government, and/or bank, and/or international
- At least 5 years of experience in donor funded SME support programmes and entrepreneurship promotion, leading tasks and project/expert teams.

**Specific professional experience:**

- Sound experience in SME grant schemes management and information dissemination;
- Experience in donor support programmes and projects, promotion and communication with SMEs.

**5 Expert selection procedure**

The selection of experts is performed following professional and transparent standards. An evaluation committee established by FORBIZ evaluates all applications against the required profile and performs interviews with pre-selected candidates under the supervision of the Delegation of the EU to Ukraine.