

02- Terms of Reference for Recruiting Short-Term Expert:

Entrepreneurship Expert

About PFI :

PFI & Company is a consultancy firm dedicated to delivering innovative solutions and expert guidance across various sectors, including agriculture, industrial, finance, and sustainability. With a team of experienced professionals, PFI specializes in providing strategic insights, project and program management, and technical assistance to enhance productivity and drive growth. Our commitment to excellence and deep understanding of local and international markets enables us to support our clients in achieving their objectives while promoting sustainable development and economic resilience.

Location: Fès-Meknès - Morocco

Job Summary:

PFI seeking a highly motivated and well-connected individual to provide technical assistance for facilitating youth/SMEs engagement in the olive oil sector in the Fès and Meknès regions of Morocco.

The objective of this assignment is to facilitate the engagement and support of young entrepreneurs in the olive oil sector within the Fez and Meknes regions of Morocco.

Key Responsibilities:

- Identify and engage youth entrepreneurs/service providers interested in the olive oil sector.
- Conduct needs assessments and provides insights on market trends, challenges, and opportunities to help entrepreneurs strategically position their products or services.
- Organize and conduct training sessions, workshops, and ideation sessions to enhance entrepreneurial skills and knowledge.
- Offer personalized mentorship and support to help (15-20) young entrepreneurs develop and commercialize their innovative solutions.
- Plan and manage events, such as design sprints and networking sessions, to foster collaboration and exposure to industry stakeholders.
- Build and maintain strong connections with local youth networks, incubators, accelerators, and other key stakeholders to create a supportive ecosystem for young entrepreneurs in the olive oil sector.

Job requirements and Qualifications:

- Physically based in Fez or Meknes with strong connections to youth networks in these regions.
- Proven experience in entrepreneurship support, including working with incubators, accelerators, and fab labs.
- Familiarity with the olive oil sector or related agricultural industries is considered a plus.
- Ability to dedicate the necessary time and effort during the specified period to work on this assignment.
- Demonstrated ability to work independently and meet deadlines.
- Proven ability to build and maintain relationships with various stakeholders, including young entrepreneurs, local youth networks, and industry professionals.

- Demonstrated capacity to analyze market trends and provide strategic insights to support entrepreneurial activities.
- Ability to provide personalized mentorship and support to young entrepreneurs/ SMEs to help them develop and commercialize their innovative solutions.
- Proficiency in Arabic and French is required; English is considered a plus.

Application Process:

Interested candidates should send their resume and cover letter to hire@pficompany.com, outlining their qualifications and previous experience. Additionally, please include a list of any similar projects you have worked on, along with references from relevant individuals.

Please ensure to include “**02-Entrepreneurship Expert - Morocco/ CANDIDATE NAME**” in the subject line of the email. Document names must be formatted as follows:

- The CV should be named: **CV-FirstName-LASTNAME**
- The cover letter should be named: **CL-FirstName-LASTNAME**
- The references document should be named: **Reference-Check**

Thank you for adhering to these formats to facilitate the processing of your application. Failure to comply with these formatting requirements may result in elimination from the scoring process.