

sequa gGmbH is a globally operating non-profit development organisation. Since 1991 sequa has carried out programmes and projects of international cooperation in close collaboration with the German private sector. sequa offers know-how and long-term experience in capacity development for chambers and associations (BMOs), vocational education and training, private sector development and trade promotion. The organisation is based in Bonn, Germany. sequa employs more than 100 persons (2023) and reported a turnover of EUR 60 m in 2023.

We are offering a project-based assignment as

Senior SME Coach (m/f/d)

Location:	Casablanca, Morocco
Assignment Period:	11/24 – 10/25, (with potential for extension to 06/2026)
Working time scope:	100 days (40% full time equivalent)
Project:	SME Support Scheme in the GIZ-Special Initiative "Decent Work for a Just Transition"
Job Code:	MA-1109 - Senior SME Coach

The Project

Within the GIZ Program Special Initiative "Decent Work for a Just Transition", sequa implements the "SME Support Scheme" project in Morocco. With this, sequa aims to facilitate business growth and job creation of Moroccan small and medium enterprises (SMEs) by increasing their competitiveness and productivity so that their products and services will satisfy the demand on local and international markets. A specific focus will be provided for women-owned SMEs, job-creation, and employability training for women.

Benefiting companies receive flexible and demand-oriented funding (management consulting, technical training, financial competence / business plan development, qualification, applied research activities, etc.). A special focus will be on advisory services to improve access to finance. The support scheme is expected to contribute to a change management and business growth of SMEs.

The project targets up to 25 SMEs from three categories: 5 medium enterprises, 10 small enterprises and 10 micro enterprises.

Your Tasks / Responsibilities

- Due diligence of up to 15 companies using business growth indicators including management capabilities, analysis of management team, target market and business model;
- Develop capacity building interventions for chosen enterprises including conceptualize, prepare, and assure quality assignments and missions conducted by short-term experts;
- Offer coaching measurement and implement advisory and coaching activities for chosen SMEs;
- Establish contacts with Ministry of Industry, Ministry of Labour and SMEs and relevant networks where required;
- Develop and conceptualize the steering committee with representatives from private sector;
- Communicate, report to and coordinate with the Project Director and the local project team.

Your Qualification / Skills

- University degree in a related field such as business management, business administration, strategy, economics or project management;
- Fluent in French, Arabic and Arabic;
- Strong communication skills;
- Good presentation skills;
- Full computer literacy;
- Outstanding writing and reporting skills in English;
- Good working knowledge of ICT/IT- communication technologies and MS Office (MS Excel and MS Outlook, in particular).
- Added skills: previous experience with GIZ/sequa, relevant sector experience in Business Strategy Coaching, experience in M&E of projects.

Your Working Experience

- 10+ years private sector experience in executive positions;
- 5+ years' experience as project manager in (international) development programs;
- Experience in successfully managing SMEs/businesses related projects;

Please send us a cover letter, your CV in the EuropeAid format, relevant resumes, and your daily fee expectation in EUR.

In the case of comparable qualifications, disabled persons are given preference.

Please send us your application by **no later than November 15th, 2024** to nicolas.klein@sequa.de with the Subject line "MA-1109 - Senior SME Coach".