

EBRD's BUSINESS CLINICS PROGRAMME FOR THE REPUBLIC OF CYPRUS

Call for interest from coaches with expertise in: **MARKETING**

European Bank for Reconstruction and Development (EBRD) [Business Clinics Programme](#), launched in Nicosia, Cyprus on 10/06/2019, offers up to 32 free hours of individual coaching sessions by local or international experts, to a number of approved early stage Cypriot businesses. Coaching services should be delivered between 01/09/2019 and 30/11/2019. The objective of the Programme is to assist the founder/manager of each new business (coachee) to achieve sustainable growth and viability of their company.

GrantXpert Consulting Ltd, which has been selected by the EBRD as Project Manager of the above Programme, shall, in close collaboration with the EBRD, carefully select and appoint the appropriate coach to each coachee, taking into account the priority needs of the coachee's new business.

Eligible coaches/consultants, with specialisation and experience in **Marketing for early stage enterprises are invited to submit their applications.**

Main Responsibilities shall include:

- Marketing diagnostics of the company and its operations to understand better its marketing needs.
- Advise the coachee to conduct marketing research and identify industry trends and commercial opportunities.
- Advise the coachee how to identify target customers, target markets and factors influencing customers "purchasing" behavior.
- Advise the coachee how to develop and implement customer centric marketing strategies.
- Advise the coachee how to create annual marketing plans and the corresponding action plans.
- Advise the coachee how to create an attractive brand and develop sound brand awareness.
- Advise the coachee how to organize effective sales campaigns and promotions (offline and online).
- Advise the coachee on how to launch and monitor marketing campaigns and analyze their results.
- Advise on marketing efforts with the most effective methods and tools, including website promotion and social media use.

Profile of potential candidates:

- Holder of Masters Degree in Marketing, Communications, Business Administration, Business Studies, Management, Strategy or MBA or other related qualification. **An equivalent in working experience is also acceptable for the position.**
- Around 10 years of post-qualification experience in a position with similar responsibilities as above.
- A proven track record of providing actionable solutions to similar coaching projects (such projects and their outcome to be described very briefly).
- Excellent organizational and time management skills.
- Outstanding communication and interpersonal skills.
- Excellent presentation skills.
- Critical thinker and problem solver.
- Eagerness to help young businesspeople in developing and growing their businesses further.

Key provisions of the contract to be signed by the selected coaches/consultants with GrantXpert:

1. Description of the coaches' specific terms of reference, which should aim at solving the priority needs of the businesses to be coached, through 32 hours of individual coaching sessions during the period 01/09/2019-30/11/2019.
2. Reports to be prepared by coaches (on templates to be provided to them by GrantXpert):
 - Until end of September 2019, the initial coaching plan should be prepared and submitted to GrantXpert, which will validate the content against the reported business needs of the coachee, along with the relevant timeline.
 - By the end of October 2019, an interim report on the progress made should be submitted to GrantXpert for review/discussion, with a view to solving issues identified (if any).
 - By the 13th of December 2019, the latest, a final report with conclusions/recommendations should be prepared on the coaching service delivery for each business and submitted to GrantXpert for review and discussion.
3. Remuneration of **coaches/consultants**.
 - There is a maximum of €1000 (one thousand euros) for the total of 32 hours of individual coaching time to be delivered to each Coachee under provisions stipulated above.

How to apply to be a coach under the Business Clinics Programme:

Interested applicants must provide the following:

- A recent and detailed CV (up to 5 pages max.).
- A separate document, in the form of a support letter, providing evidence of their qualifications, expertise and track record described analytically, relevant to the quoted coaching profile. This resume is not necessary if their CV/short BIO covers satisfactorily the required information.

Applications with all the above documents should be submitted electronically via email to charis@grantxpert.eu.

The deadline for the submission of applications is the 31st of July 2019.