



JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE: Business Manager

REPORTS TO: Country Director

STAFF REPORTING TO POSTHOLDER: None

LOCATION: Nairobi, with frequent travel within the counties of project implementation.

DURATION & HOURS: Fixed term period & full-time, renewable based on performance and availability of funds

PURPOSE OF THE ROLE

The Business Manager operates as Farm Africa's central technical authority on business development services. Centrally employed by Farm Africa, the post-holder is tasked with providing cross-cutting technical expertise, project design inputs, and implementation backstopping to all existing and upcoming projects within the Farm Africa Kenya portfolio on matters of BDS. The role focuses on embedding standardized BDS frameworks into diverse project interventions, driving the growth of MSMEs/SMEs, managing catalytic funds, and optimizing enterprise data structures.

KEY TASKS & RESPONSIBILITIES

1. Centralized Cross-Project BDS Support

- Serve as the primary, organizational-wide focal point providing technical expertise on business development across the entire Farm Africa Kenya project portfolio.
- Develop and drive implementation of Farm Africa Agribusiness strategy.
- Actively collaborate with external implementing partners and internal Farm Africa Project Managers to troubleshoot, refine, and advance their specific BDS project components.
- Ensure organization-wide consistency and quality control by overseeing all decentralized BDS activities, making sure they align with international best practices and institutional frameworks.
- Coordinate internal resource sharing, ensuring that competent technical staff and short-term consultants are efficiently sourced and deployed to support BDS components across various active assignments.

2. Project Design & Resource Mobilization

- Lead the technical conceptualization and design of Business Development Services (BDS) interventions for all new grants, active projects, and upcoming consultancies.
- Actively contribute to resource mobilization and proposal writing to ensure relevant Farm Africa pipeline submissions feature strong, competitive, and actionable enterprise engagement opportunities.
- Explore blended finance opportunities and ensure integration within programmes to enhance financial leveraging.

3. Curriculum Development & Institutional Capacity Building

- Design, standardize, and maintain a centralized repository of viable BDS models, training curriculums, tools, and templates for use across all applicable Farm Africa interventions.



- Provide continuous coaching, mentorship, and capacity-building support to implementing partners and project teams on enterprise development and market access.
- Support project-level Business Support Advisors in diagnosing technical, managerial, governance, and financial capacity gaps within targeted small and medium enterprises.

4. Catalyst & Catalytic Fund Management

- Facilitate, direct, and oversee the implementation of centralized and project-specific Catalytic Funds (including revolving funds and challenge funds).
- Develop financial disbursement systems, selection criteria, due diligence policies, and risk-mitigation reporting processes to optimize fund deployment for SME/MSME growth.

5. SME/MSME Support & Business Performance Monitoring

- Support project teams in supervising enterprise establishment, growth strategies, and market integrations for targeted MSMEs and SMEs.
- Oversee periodic organizational "health checks", diagnostic reviews, and annual Organizational Capacity Assessment Tools (OCAT) across portfolio enterprises to systematically evaluate growth and correct underperformance.
- Develop, review Enterprise Capacity Assessment Tools (ECAT) and take lead in conducting enterprise and market assessments to identify gaps, emerging trends and opportunities.

6. Data Collection, Monitoring & Learning

- Design and deploy standardized data collection tools to identify operational delivery gaps and harmonize information gathering across all active project sites.
- Partner with the Head of MEL to finalize business performance indicators, compile comprehensive quarterly reports featuring data visualizations (graphs/charts), and extract cross-project evidence-based learning.

7. Networking, Representation & Compliance

- Represent Farm Africa, its partner networks, and central BDS interests at high-level industry networking events, government coordination forums, and donor meetings.

8. Line Management & team management

- Provide leadership, mentorship and inspiration to BDS teams. Build a values-based working environment and support project staff skills development.
- Set objectives for BDS teams, hold in-person supervision sessions to discuss progress against their personal development objectives and work targets and carry out in-person annual appraisals in line with Farm Africa policies and procedures.
- Actively recognise and encourage strong performance from team members, deal with any poor performance effectively and promptly in line with Farm Africa policies and procedures,
- Actively seek feedback on own performance and effectiveness from BDS team members, project staff and country and project teams.

9. Reporting and Compliance Requirements

- Directly engage in report writing as well as provide support in reviewing project reports.
- Develop and manage annual, quarterly and monthly work plans and its associated budgets, in compliance with both donor and Farm Africa's requirements.
- Ensure adherence to Farm Africa's management processes and tools, including the quarterly reviews of the Project Management Tool and the bi-annual Project Performance Reviews.
- Review monthly Budget Monitoring Reports and provide sound explanation on variances; develop plans to address potential significant variances and report on



- ▼ implementation progress.
Develop, coordinate review of, and submit high quality donor narrative and financial reports on time.

PERSON SPECIFICATION	
Essential	Desirable
Education, qualifications & other knowledge	
Degree level in relevant subject (executive business management, finance, agricultural economics, agribusiness etc.)	Masters or other post-graduate qualification in relevant subject (executive business management, finance, agricultural economics, MBA etc.)
Extensive knowledge of the agribusiness sector in East Africa	Detailed knowledge of global best practice and new developments in agricultural market engagement
Excellent knowledge of East African trade and export regulations	
Experience	
A minimum of 5 years relevant experience working with agribusinesses in agricultural value chains in East Africa.	Demonstrated experience in commercial subsidy and/or fund management
Existing networks with private sector BDS providers and other key stakeholders in East Africa (including the finance sector, incubators, accelerators etc) and clear strategies for network development and expansion.	Experience in promoting best practices in value chain development that in particular reaches women, youth and poorer farmers
Demonstrated experience of business analytics and subsequent structuring and implementation of capacity development plans for SMEs	Experience and networks with early-stage investment and a clear understanding of what is required to get agricultural enterprises 'investment ready'
Demonstrated success in implementing commercial focussed programmes aimed at increasing competitiveness and inclusiveness of agricultural value chains	Expertise and experience in research to practice – identifying best practice and adapting that to programmes on the ground.
Demonstrated experience structuring and conducting agricultural market & value chain analysis in East Africa	Demonstrated experience in economic models and macro-economic trend analysis of agricultural value chains
Experience with financial, operational, and management analysis of applicant enterprises, as well as due diligence procedures	
Demonstrated experience in project planning, management and implementation, including budget and work plan management	M4P commercial programming experience
Demonstrated experience in capacity building of organisations and individuals	



Should demonstrate strong ability to Monitor and analyze complex business performance data, delivering comprehensive reports that drove strategic decision-making and operational efficiency.	
Skills & abilities	
Demonstrated creativity, willingness to innovate, think systemically and design catalytic activities to drive progressive SMEs engagement with BDS service providers	
Ability to organise and prioritise work-plans and performance expectations in the face of changing demands from competing clients	
Ability to leverage advanced business performance analytical skills to monitor critical metrics and build robust reporting frameworks for executive leadership.	
Strong influencing and interpersonal skills, able to persuade others to support own goals	
Coaching and mentorship skills	
Excellent presentation & communication skills - able to design and deliver training and communications confidently and effectively	
Team player, able to maintain strong and supportive working relationships across functions and with culturally diverse teams	
Ability and willingness to travel frequently for business within East Africa	

Our Values

Investing in smallholder farming is the number one way to combat poverty in rural Africa. Farm Africa is a leading NGO specialising in growing agriculture, protecting the environment and developing businesses in rural Africa.

- **EXPERT:** Expertise and insightful evidence-based solutions are at the heart of everything Farm Africa does.
- **GROUNDLED:** Our teams and partners work closely with local communities, engaging them in every level of decision-making.
- **IMPACTFUL:** We deliver long lasting change for farmers, their families, and the environments they live in.
- **BOLD:** We model innovative approaches and are not afraid to challenge strategies that are failing.



HOW TO APPLY:

If you meet the above requirements for this position, submit your cover letter indicating the title of the position and the expected salary (maximum 1 page) along with an updated CV (maximum 4 pages) with email and telephone contacts of three professional referees addressing to kenyarecruitment@farm africa.org with the subject line “**Business Manager**” before or by **5.00pm EAT on Wednesday 23rd September 2026**.

Only short-listed candidates will be contacted.

Farm Africa is an equal opportunity employer and promotes gender equity. We believe everyone has a duty to safeguard and promote the wellbeing of all children and vulnerable persons.

Canvassing will lead to automatic disqualification. Farm Africa does not charge a fee at any stage of the recruitment process. (e.g., application, interview, meeting, processing, training, or any other fees).