**REACH — Enterprise Development Coordinator**

**Role Profile & Job Description**

## Purpose

Lead REACH’s Entrepreneurship Vertical to (1) establish new women-led and youth-led enterprises, (2) strengthen existing micro/small businesses, and (3) build end‑to‑end systems (baseline → selection → training/coaching → seed capital/co‑investment → monitoring → scale‑up).

### Location

Hanoi with frequent field travel (e.g., Hanoi, Son La, Hue, and other provinces).

### Type & Term

Full-time, 18-month renewable contract; mid-level.

## Key Outcomes

* New enterprises established and operational (e.g., cafés, juice shops, small restaurants, carts, home stays, souvenir shops).
* Existing enterprises strengthened with measurable revenue, productivity, or quality gains.
* High-quality training/coaching cycles delivered; alumni/mentor network activated.
* Seed capital and co-investment model implemented with full compliance.
* Robust, audit-ready documentation and MIS; donor reporting on time; compelling success stories.

## Primary Responsibilities

### A. Program Design & Process Leadership

* Own the end-to-end entrepreneurship pipeline: baseline surveys, eligibility criteria, scoring rubrics, screening, panels, selection, disbursement, and post-launch support.
* Maintain and continuously improve SOPs and toolkits (forms, checklists, MoUs/agreements, co-investment policy, procurement flow, mentorship playbook).
* Ensure GEDSI, safeguarding, and climate/green-practice integration throughout.

### B. Establishing New Enterprises

* Run outreach with local partners (Women’s Union, Youth Union, local authorities, homestays/hotels/cafés).
* Facilitate business planning (market scan, location fit, menu/mix, pricing, CapEx/OpEx, cash-flow).
* Coordinate procurement of starter kits/equipment with Finance/Procurement; verify installation and basic SOPs (HSE, hygiene, inventory, POS).

### C. Strengthening Existing Enterprises

* Diagnose gaps (operations, menu engineering, costing, merchandising, service quality, digital marketing).
* Deliver targeted clinics/coaching (pricing, cost control, waste reduction, upselling, basic HR and rota planning).
* Implement mini-projects (e.g., signage upgrades, menu redesign, workflow/space tweaks) and monitor uplift.

### D. Training, Coaching & Alumni/Mentor Network

* Plan and deliver short, practical modules (financial literacy, pricing, break-even, daily cash sheet, simple MIS, customer service).
* Mobilize mentors and local business coaches; set up peer circles and problem-solving groups.

### E. MEL & MIS, Reporting, and Compliance

* Use KoboToolbox/Google Forms for baselines; maintain enterprise files (selection notes, photos, invoices, agreements, coaching logs).
* Track KPIs: business launch/upgrade counts, survival at 6/12 months, revenue/profit proxies, co-investment ratio, training hours, client satisfaction.
* Produce donor reports (narrative/finance) and case stories with the Comms team; keep documentation audit-ready.

### F. Partnerships & Ecosystem Building

* Formalize collaboration (MOUs) with hotels, cafés, suppliers, market committees, local authorities.
* Broker market linkages (B2B supply, homestay cafés, festival pop-ups), and negotiate in-kind support (space, utilities, signage permissions).

### G. Operations & Risk

* Plan field schedules, travel, and logistics efficiently; maintain asset registers.
* Identify risks (business viability, safety, safeguarding) and implement mitigation and escalation protocols.

## Candidate Profile

### Education

Bachelor’s in Business/Management, Economics, Development, Hospitality/Tourism, or related. (Master’s a plus.)

### Experience (4–5 years, mid-level)

* Hands-on MSME/entrepreneurship support, incubation, livelihoods, or hospitality/retail operations.
* Designing and running selection processes, short trainings, and 1:1 coaching for micro-entrepreneurs.
* Working with donor-funded projects and compliance.
* Strong fieldwork with ethnic minority communities; comfortable in rural contexts.

### Skills

* Business planning, unit economics, costing/pricing, cash-flow basics.
* Facilitation & coaching; excellent Vietnamese; workable English for donor coordination.
* Digital: Google Workspace, Excel/Sheets (lookup, pivot basics), Kobo/Forms; basic Canva/PowerPoint.
* Documentation discipline; photo evidence and simple visuals for stories.
* Relationship-builder; negotiates gently but firmly with vendors/partners.

### Nice-to-Have

* Café/food service operations experience; micro-retail setup.
* Familiarity with Hanoi, Son La and Hue contexts and local networks.

### Values & Behaviors

* Gender equality and inclusion mindset; culturally sensitive, patient, and practical.
* Integrity, transparency, and accountability.

## Compensation & Benefits

Competitive salary within REACH mid-level band; social insurance per Vietnamese law; per diem and travel reimbursement; professional development.

### Reports to

Director (with close coordination with Program Operations, M&E/MIS, Finance, Communications, and Center Heads).

## How to Apply

Send CV and a 1-page cover letter to tuyendung@reach.org.vn by 15 September 2025, with subject “Enterprise Development Coordinator – REACH”. Shortlisted candidates will be contacted for a work sample and interview.

## Short Application Form

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| **Field** | **Response** |
| Full Name |  |
| Phone & Email |  |
| Current City/Province |  |
| Years of relevant experience |  |
| Describe one MSME you helped or ran; key result achieved (150–200 words) |  |
| Availability (notice period) & preferred start date |  |
| Expected salary range (gross VND/month) |  |