

JOB DESCRIPTION

Position Title	Agriculture MSME and Farmer Cooperatives Trainer (2 year) Contract
Position Grade / Job level	Senior Officer
Reports Into	Program Manager
Function / Department	F & A Commercial
Subsidiary	EBTL

1.0 ABOUT THE EQUITY TANZANIA LIMITED

Equity Bank (T) Limited is a subsidiary of Equity Group Holdings PLC a Pan African **Financial Services Group** with operations and in six countries namely Kenya, Rwanda, DRC, Uganda, Tanzania, and South Sudan. We also have ambition to grow our footprint to a further six countries by 2030. The scope of our business cuts across **Banking, Insurance, Technology, and Social Enterprise**. Our business model is underpinned by **Social, Economic and Sustainability engines (Tri-Engine Model)** that capacitate value chains sustainably and support communities. **Our Purpose** is “Transforming lives, giving dignity, and expanding opportunities for wealth creation”. **Our Vision** is “To be the champion of the socio-economic prosperity of the people of Africa”. Our mission is lived through our global values of Professionalism, Integrity, Creativity & Innovation, Teamwork, Unity of Purpose, Respect, and Effective Corporate Governance, summarized in the acronym **PICTURE**. Our strategic ambitions are articulated in the Africa Recovery and Resilience Plan (**ARRP**).

1. Job Purpose

The Agriculture MSME and Farmer Cooperatives Trainer will lead the design, delivery, and follow-up of high-quality capacity strengthening interventions for farmer groups, cooperatives, producer organizations, and agricultural MSMEs participating in the SASTAIN Program. Adapted from the attached agribusiness advisor profile, this role strengthens the original focus on project implementation, beneficiary outreach, agribusiness support, financial inclusion, and farmer training by making training and enterprise capability development the core mandate.

The position holder will equip target participants with the knowledge, practical skills, systems, and business discipline needed to improve farm and enterprise productivity, strengthen cooperative governance, enhance market participation, increase financial readiness, and build resilient, commercially viable agricultural businesses. The role will combine training facilitation, field coaching, institutional strengthening, and linkages to finance and markets.

2. Role Summary

The Trainer will support the growth and sustainability of agriculture MSMEs and farmer cooperatives by delivering practical, market-oriented, and inclusive learning interventions that respond to local value chain opportunities and enterprise constraints. The role will work directly with farmers, cooperative leaders, youth and women agri entrepreneurs, branch teams, stakeholders, market actors, and ecosystem partners to turn training into measurable business and organizational outcomes. This expands the attached JD's emphasis on training, farmer support, market systems engagement, and financial service linkages into a clearer learning-and-capacity-development function.

3. Key Responsibilities

A. Training Needs Assessment and Curriculum Development

- Conduct training needs assessments for farmer groups, cooperatives, producer organizations, and agriculture MSMEs to identify gaps in business skills, governance, financial capability, technical production, aggregation, and market readiness.
- Develop, adapt, and contextualize training manuals, facilitator guides, participant handouts, job aids, coaching tools, and post-training action templates suitable for adult learners.
- Design and plan training modules on relevant MSME capacity building areas
- Ensure all learning content is practical, inclusive, market-oriented, gender-responsive, and aligned to priority agricultural value chains.

B. Training Delivery and Facilitation

- Deliver structured in-person and digital training sessions to farmers, farmer cooperatives, Ag-MSMEs, lead farmers, village-based trainers, and local facilitators.
- Use participatory adult-learning methods including demonstrations, case studies peer exchange, field practical's, business clinics, and action-learning exercises.
- Facilitate tailored learning for different participant categories, including emerging entrepreneurs, women-led enterprises, youth groups, cooperative boards, management committees, and producer organizations.
- Support Training of Trainers (ToT) models to strengthen local extension capacity and
- Ensure training sessions are well planned, documented, inclusive, and linked to measurable capability outcomes.

C. Cooperative Farmer Strengthening

- Support the formation, strengthening, and professionalization of farmer groups, producer organizations, and cooperatives.
- Train cooperative leaders and members governance and management
- Facilitate institutional assessments and support cooperatives to develop governance improvement plans, business growth plans, and operational strengthening roadmaps.

D. Agriculture MSME Development

- Provide practical training and coaching to agriculture MSMEs on enterprise planning, business model improvement, customer development, market intelligence, and growth strategies.
- Support MSMEs to strengthen their enterprises through entrepreneurship training
- Build the capacity of rural agribusinesses to participate more effectively in agricultural value chains as producers, aggregators, processors, service providers, and off-take partners.

E. Coaching, Mentorship, and Follow-Up

- Conduct post-training follow-up visits to ensure participants apply the knowledge and systems introduced during training.
- Provide one-on-one and group coaching to support behavior change, enterprise growth, governance improvement, and practical problem-solving.
- Help participants develop and implement action plans, business plans, governance plans, and market engagement plans.
- Identify high-potential cooperatives and agriculture MSMEs for deeper technical support, ecosystem linkage, or finance readiness assistance.
- Track adoption of trained practices and address barriers to implementation.

F. Financial Inclusion and Market Linkages

- Introduce participants to appropriate financial products and services and support them to understand, access, and responsibly use savings, credit, insurance, and other relevant financial tools.
- Work with branch teams, financial service providers, and ecosystem actors to strengthen participant readiness for bankability and investment.
- Support farmer cooperatives and Ag-MSMEs to improve their ability to engage with buyers, suppliers, aggregators, transporters, and other value chain actors.
- Facilitate practical understanding of how producer groups and MSMEs can become stronger ecosystem players through aggregation, quality consistency, and commercial discipline.
- Build linkages between participants and relevant service providers including input companies, technology providers, mechanization partners, extension actors, and off takers.

G. Programme Implementation and Coordination

- Organize and coordinate field activities in line with approved work plans, project targets, and training calendars.
- Mobilize participants and stakeholders for training, exposure visits, field days, business forums, and value chain collaboration meetings.
- Represent the program professionally at branch, county, and partner engagement forums.
- Work closely with branch teams, agribusiness managers, M&E teams, implementing partners, and regional partners to align field delivery and participant support.
- Ensure training interventions are implemented efficiently and in compliance with organizational, donor, and safeguarding standards.

H. Monitoring, Evaluation, Learning, and Reporting

- Maintain accurate records of training sessions, attendance, participant profiles, follow-up visits, and coaching outcomes.
- Conduct pre- and post-training assessments and contribute data for measuring changes in knowledge, skills, attitudes, and enterprise performance.
- Prepare weekly, monthly, and quarterly reports on training delivery, participant progress, field observations, success stories, and risks.
- Work with M&E teams to collect quality data and generate insight into outreach, training effectiveness, behavior change, financial inclusion, and enterprise performance.
- Contribute to learning, adaptation, and continuous improvement of training methodologies and participant support models.

4. Expected Deliverables

The Agriculture MSME and Farmer Cooperatives Trainer will be expected to deliver:

- Annual and quarterly training plans
- Training curricula, facilitator guides, and participant materials
- Participant mobilization and attendance records
- Pre/post assessment tools and results summaries
- Coaching and mentorship visit reports
- Cooperative capacity assessment reports
- MSME business coaching notes and improvement plans
- Case studies, success stories, and lessons learned
- Weekly, monthly, and quarterly implementation reports
- Evidence of participant adoption of improved business, finance, governance, and production practices

5. Qualifications and Experience

Education

- Bachelor's degree in Agribusiness, Agriculture, Agricultural Economics, Agricultural Extension, Cooperative Management, Rural Development, Entrepreneurship, Animal Production, Horticulture, Agroforestry, or related discipline.
- A business or finance degree with strong experience in agricultural enterprise development may also be considered.
- Additional certification in cooperative development, MSME development, climate-smart agriculture, financial inclusion, adult learning, project management, or M&E will be an added advantage.

Experience

- Over 5 years of progressively responsible experience in farmer training, cooperative strengthening, agricultural value chains, or Ag-MSME development.
 - Demonstrated experience working with smallholder farmers, farmer groups, cooperatives, youth and women enterprises, and rural market systems.
 - Proven ability to design and facilitate practical training and provide post-training coaching and mentorship.
 - Experience in financial literacy, access-to-finance facilitation, and market linkage development will be a strong advantage.
 - Experience working in donor-funded agriculture, livelihoods, enterprise, or inclusive finance programs is highly desirable.
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6. Technical Competencies

- Strong understanding of agricultural value chains and market systems
 - Cooperative development and governance expertise
 - Agriculture MSME business development and entrepreneurship support
 - Financial literacy and finance readiness facilitation
 - Adult learning, facilitation, and participatory extension methodologies
 - Record-keeping, enterprise analysis, and business planning
 - Market access, aggregation, and off-taker engagement
 - Data collection, reporting, and basic analysis
 - Competence in Microsoft Office and digital reporting tools
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7. Behavioral Competencies

- Excellent communication and facilitation skills

- Strong stakeholder engagement and relationship management
 - Results orientation and strong execution discipline
 - Analytical thinking and practical problem-solving
 - Initiative, adaptability, and field resilience
 - Integrity, professionalism, and accountability
 - Strong teamwork and collaboration skills
 - Commitment to inclusion, safeguarding, and participant empowerment
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8. Key Performance Indicators

- Number of farmers, cooperatives, and Ag-MSMEs trained
- Percentage of trainees demonstrating knowledge and skills improvement
- Number of cooperatives with strengthened governance and management systems
- Number of Ag-MSMEs supported to improve business planning and financial readiness
- Number of participants linked to finance, markets, or ecosystem services
- Adoption rates of improved agribusiness, governance, and climate-smart practices
- Quality and timeliness of training reports and program data
- Participant satisfaction and field-level evidence of business and institutional change

ACCEPTANCE & SIGNATURE					
Employee's Name		Signature		Date of Signing	
Line Manager's Name		Signature		Date of Signing	