



Job Description



JOB DESCRIPTION of World Friends Korea(WFK)-Advisor

※Please complete the form and mark on the box.

| | |
|--|--|
| ■Job Title <i>The job title must accurately describe the job to be performed by the expert</i> | SMEs Promotion Specialist |
| ■Location, Country <i>(eg ∴ Vientiane, Laos)</i> | Tulcan City , Ecuador |
| ■Duration | <input type="checkbox"/> 6 months <input checked="" type="checkbox"/> 12 months |
| ■Expected Starting Date | <input checked="" type="checkbox"/> January 2018 ~ <input type="checkbox"/> December 2018 ~ <input type="checkbox"/> No preference |
| Detailed information of the requesting organization | |
| <p>■Organization Name: Decentralized Autonomous Government of the Carchi Province - Requesting Department : Economic Development Department</p> <p>■ Type of Organization 1) <input type="checkbox"/> Government <input checked="" type="checkbox"/> Public organization <input type="checkbox"/> Public corporation <input type="checkbox"/> Others :</p> <p>■Contact Person : <i>(Please nominate someone from your organization who will be responsible for the work of Korean experts)</i> Julio Santiago Guerrero Kesselman</p> <p>■ Tel/Fax/E-mail: (593) 959609218 / jsantiago.guerrero@gmail.com</p> <p>■ Office Location : 10 de Agosto and Sucre streets. Tulcán - Ecuador</p> <p>■ Major activities of the Organization <i>(Please list at least three)</i></p> <p>(a) Plan along with other public sector institutions and members of society the provincial productive development strategy and programs, in a way that articulates national, regional, cantonal and parochial plans, within the framework of multiculturalism and multinationality and with respect for diversity;</p> <p>(b) Plan, construct and maintain the productive system at the provincial level, by taking into account rural and urban areas;</p> <p>(c) Enforce its actions and programs in coordination with the regional government and other autonomous governments;</p> <p>f) Promote productive activities within the province, especially in SMEs and private organizations enhancement.</p> | |



Job Description



(g) Manage the international cooperation agreements that the organization has developed with other public, private, non-governmental, multinational and other organizations.

■ Major activities of the department where WFK - Advisor will be dispatched

- To provide the best training on business and technical topics to the productive sector of the province, including SMEs, social organizations and other associations.
- To execute studies and projects for the development of productive projects in the province, specially on those that help private business to grow and scale.
- To provide a strong and coherent incubation program for innovative SMEs and other private, social and social-private organizations.
- To establish a structured communications and social network program that would provide digital and radio training on business and entrepreneurship topics.

■ Experience of working with WFK - Advisor

☐ Yes ☒ No

■ If yes, please describe the tasks of WFK - Advisor

Not applicable

Description of Tasks*

■ The tasks to be undertaken by the WFK - Advisor will be:

- **Summary :** *(Describe the overall objectives of the task, why this task is needed and what the expert will doing)*
- The objective of the advisor will be to develop and strengthen the SMEs segment, via increasing its competitive level through business management and other business related topics with consultancy services, training and advise, and facilitating their insertion to national, regional and international markets.

■ Main duty of WFK - Advisor *(Please mark all that apply and type in detail)*

☒ Policy making and Strategic planning

- To establish a strategy that defines and strengthens the actions of the Business Management Program in the context of the local province.



Job Description



- To realize meetings with local actors (local government, public and private entities, universities, NGOs, international cooperation) in order to establish strategic alliances oriented to support the sector of SMEs.

☒ **Technical support**

-To conduct regular meetings with local innovative SME's in order to help them increase their sales, improve their organization, processes and finances so that they can become more effective.

-To conduct seminars and workshops on business topics (sales, customer service, marketing, etc) to local productive actors.

- To provide personal, technical advisories and exchange of experiences with the local SME's in order to improve their productivity and operations.

☒ **Training of local staff**

- To develop skills in public and private sector in the themes of SME's improvement and incubation, as well as in local economic development.

- Organize training processes for personnel engaged in productive programs and strengthening SME's incubation and capacity building.

- To provide technical advisories to the local organization staff in order to enhance our internal operations.

☐ **Other**

Expected Results/Output

■ Expected results/output of the tasks by the WFK - Advisor include:

-An enhancement in sales, productivity and / or management of the SMEs and productive organizations that the expert will work on.

-An enhancement of the local business knowledge and skills through business topics workshops and classes for the local community.

- A strategy and plan on how to best improve the Business Management Program.

Required(Preferred) qualifications of WFK - Advisor

(List the minimum essential qualifications required for the experts to successfully carry out this task)

■ Gender

☐ Male ☐ Female ☒ No preference

■ Educational Background

-Business Management / Administration or similar



Job Description



***Similar or other educational background will be fine if the selected expert has an ability to do the requested tasks**

☒ Yes ☐ No

■ Required Work Experience*(Specify work experience required for the experts)*

- At least 5 years of work experience in a relevant area.
- Minimum 2 years of professional experience in developing countries and internationally, preferably in institutional and policy support projects.
- Experience in SME's enhancement and promotion.
- Experience in planning, monitoring and evaluation of projects or programs of public investment.

*** Similar or related work experience will be fine if the selected expert has an ability to do the requested tasks**

☒ Yes ☐ No

■ Language : Spanish

(Official business language will be English. If your organization requires the use of other languages, please provide reasons)

- **Reasons :** Ecuador is a Spanish speaking country; therefore it is necessary that the training is conducted in the Spanish language.

■ Other Requirements*(Identify desired skills or qualities for the task)*

- Excellent inter-personal and communication skills.
- Knowledge of advanced Spanish.

Description of the Workplace

| | |
|--|--|
| ■ Location of the workplace | <ul style="list-style-type: none"> - Tulcan city downtown - 261 Km north from the capital city - 4 hours 30 mins by car (transportation) from the capital city |
| ■ Information on the co-worker who will work closely with the WFK-Advisor | <ul style="list-style-type: none"> -Full Name (Mr./Ms.): Julio Santiago Guerrero Kesselman -Position/Work area: Manager, Business Management Program -Area of position / job: Business Management -Tel/E-mail: (593) 959609218 / jsantiago.guerrero@gmail.com - English Language Skill : <ul style="list-style-type: none"> <input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced |



Job Description



| | | | |
|---|--|---|-------------------------------------|
| ■ Administrative and financial arrangements to be provided by your organization for the WFK-Advisor <i>(Please mark on the box)</i> | Items | Available | Not available |
| | Housing | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| | Transportation | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| | Others (Mark if available) | <input checked="" type="checkbox"/> PC <input checked="" type="checkbox"/> Printer <input checked="" type="checkbox"/> Internet access <input checked="" type="checkbox"/> Phone | |
| ■ Other information that may help the WFK-Advisor adapt to the local environment <i>(Living conditions, weather, allowance, etc.)</i> | <p>Tulcan is the capital of the province of Carchi in Northern Ecuador. It is located in the northern Andes of Ecuador on the border with Colombia, at an altitude of 2,980 meters, becoming the highest provincial capital of Ecuador, maintaining a cold Andean climate (10°C).</p> <p>Tulcan is also one of the northernmost cities in the country, so it is also known as "Sentinel of the North". It is 7 km from the border with Colombia; near the Rumichaca International Bridge, shared by the two countries.</p> <p>Its population is 60,403 inhabitants, the main economic activity is trade.</p> | | |

** Once the experts are selected based on your request, you are required to cooperate with the Korean implementing agencies by providing the necessary administrative procedures such as visa, acceptance letter, etc. Without your cooperation, expert dispatching will not be available and/or will be cancelled. Thank you for your cooperation.*

2017 - 05 - 12

(Date of filling out the form)

Santiago Guerrero

(Name of the person in charge)

Business Management Program
Coordinator - GADP Carchi

(Position of the person)

Santiago G.

Signature with official stamp

