

# **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](mailto: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**

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)	