**LEPL ENTERPRISE GEORGIA**

**Relief and Recovery for Micro, Small and Medium Enterprises Project**

**Project No: P173975**

**Loan No. 9239-GE**

**Terms of Reference**

**for**

**Growth Hub Manager in Rustavi**

**Introduction**

Enterprise Georgia (EG), within the Relief and Recovery for Micro, Small and Medium Enterprises (MSMEs) Project supported by the World Bank (WB) intends to apply part of the loan proceeds for consulting services of the Growth Hub Manager in the City of Rustavi.

The Project Development Objective for the Relief and Recovery for MSME operation is to provide relief to MSMEs and support their recovery, including by strengthening the enabling environment for access to finance.

The Project facilitates development of micro, small and medium enterprises in Tbilisi and regions through delivery of consulting services, improving business skills, and provision of information availability, which shall enable creation of new jobs and economic increase.

**Project Description**

The Project will be implemented nationwide and will consist of four components:

Component 1 – Financial relief and recovery for MSMEs

Component 2 – Digital payments & financial infrastructure upgrading

Component 3 – Project management and Monitoring

Component 4 – Contingent Emergency Response Component

A substantial portion of the Project activities fall under Component 1. Component 1 will be implemented by EG, a governmental MSME development agency operating under the Ministry of Economy and Sustainable Development of Georgia. It comprises of the following sub-components:

* *Sub-component 1.1* will provide micro-grants to finance working capital and fixed assets for micro and small firms.
* *Sub-component 1.2* will co-finance interest payments on loans underwritten by participating financial institutions (PFIs).
* *Sub-component 1.3* will provide partial credit guarantees for loans issued by PFIs.
* *Sub-component 1.4* will provide technical assistance for COVID-proofing and digitalization of MSMEs.

**Objectives of the assignment**

This subcomponent 1.4 finances: (i) Consulting services provided by selected consultants to firms to increase their resilience by providing consulting services and digital solutions to transform their managerial practices and digital capacity; (ii) Improving business skills of MSMEs through trainings by selected consultants to improve MSMEs’ business skills and facilitate the uptake of improved practices and digital solutions; and (iii) Providing information by EG to the MSMEs to access all business support-related information in one space. These services are provided through the Consulting Centers, modeled after the concept of Growth Hubs set up in the regions of Georgia.

In particular, the Rustavi Growth Hub Manager shall lead operational delivery and performance of Rustavi Growth Hub.

**Scope of work of Rustavi Growth Hub Manager:**

The Rustavi Growth Hub Manager will report to the Growth Hub Project Manager based in the EG head office in Tbilisi. The Manager will be responsible for the following tasks:

* Ensure the smooth daily operations of the Rustavi Growth Hub, including administrative oversight, workflow management, resource allocation, and issue resolution.
* Maintain ongoing engagement with MSME beneficiaries, including identifying needs, gathering feedback, and guiding them through the support services available.
* Lead and supervise the Hub’s local team, assigning tasks, providing mentorship, monitoring performance, and ensuring effective execution of responsibilities.
* Collect data and generate regular reports reflecting the Hub’s performance and impact; ensure accurate and up-to-date documentation of activities.
* Collaborate with the central office to align regional initiatives with national strategies and to implement both short-term and long-term development plans for the Hub.
* Develop and maintain internal procedures to ensure quality and consistency of services, promote best practices, and support team development.
* Serve as the main liaison with regional stakeholders, including local government institutions, NGOs, business associations, and international development partners; represent the Growth Hub at public events and meetings.
* Oversee the consulting services cycle, from business diagnostics to monitoring service delivery. Ensure selected consultants fulfill contractual obligations and services rendered meet the agreed scope and timeline.
* Organize capacity-building activities, such as trainings, workshops, and networking events to enhance the business skills of entrepreneurs and SMEs.
* Perform additional tasks relevant to the objectives of the Growth Hub as required.

**Reporting and Deliverables**

Rustavi Growth Hub Manager shall perform the above-mentioned tasks continuously during the term of his//her assignment, to the satisfaction of the Client. The Manager shall prepare and submit monthly reports to the Head Office Growth Hub Project Manager, reflecting the Hub’s performance during the reporting period, including the information about:

* Businesses that visited the Hub for drop-in consultations, including categorization of reasons for their visit;
* Capacity-building activities conducted and total participants reached;
* Business diagnostics completed at the Hub;
* Any other relevant updates or operational notes.

**Qualification and Experience:**

The candidate shall meet the following requirements:

* At least Bachelor’s degree in business administration, economics, management or in other related area;
* Minimum 2 years working experience in small and medium business support.
* Knowledge of B2 level English;
* Experience in working on a managerial position.
* Proficiency in Microsoft Office tools;

The candidate shall also have the following skills:

* Data analysis;
* Business correspondence;
* Effective communication/presentation;
* Good analytical skills;
* Sense of responsibility;
* Team worker;
* Organized and oriented on details.

Preference will be given to candidates with business project management experience or those with certificates in this/related area.

**Facilities and Services to be provided by the Client:**

The Client shall provide office area and facilities, office equipment and communication necessary to carry out the services. The Client shall also provide all necessary information and documents for that purposes.

**Duration**

Consultant will be hired under the full time/time based one-year employment contract with the possibility of extension, work place is Rustavi.

Contract will be extended on annual basis subject to satisfactory performance and agreement of parties of the contract.

The estimated gross amount is GEL 3,500.00 per month, and will be subject to negotiations with the successful candidate.

The attention of interested Consultants is drawn to paragraph 3.14 “Conflict of Interest” of the World Bank’s Guidelines: World Bank’s “Procurement Regulations for IPF Borrower, July 2016, revised November 2017, revised August 2018 and revised November 2020”, setting forth the World Bank’s policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: The Consultant shall not receive any remuneration in connection with the assignment except as provided in the contract. The consultant and its affiliates shall not engage in consulting or other activities that conflict with the interest of the client under the contract. The contract shall include provisions limiting future engagement of the consultant for other services resulting from or directly related to the firm’s consulting services in accordance with the requirements of paragraphs 3.16, 3.17 and 3.18 of the Guidelines.

An individual consultant will be selected in accordance with the procedures set out in World Bank’s Guidelines: World Bank’s “Procurement Regulations for IPF Borrower, July 2016, revised November 2017, revised August 2018, revised November 2020 and revised September 2023”, “Selection of Individual Consultants”.