



Terms of Reference
Papyrus S.A.
Senior Private Sector Engagement Specialist

Organization

Papyrus S.A. is a private firm that prides itself on its lasting results-based approach focused on connecting local and international aspirations. For more information, please visit www.papyrushaiti.com

Context

USAID Feed the Future Haiti Resilience and Agriculture Sector Advancement (HRASA) is a 5-year activity implemented by DAI. HRASA will build on USAID's decades of investment in the Haitian agricultural sector and catalyze the resourcefulness and innovation of Haitian market system actors to transform agricultural market systems so that they are more competitive, inclusive, and resilient—ultimately advancing Haiti's food security, sustainable economic development, and the Journey to Self-Reliance (J2SR).

HRASA's overarching goal is to increase individual, household, and community resilience through strengthened, well-functioning, and inclusive market systems.

- Objective 1 activity will focus on improving the efficiency/ effectiveness of existing market system actors.
- Objective 2, "Increased private sector investment and engagement across the market systems", will stimulate and expand PSE and investment in agricultural market systems.
- Objective 3 will focus on households and communities that are already economically active, but at risk of becoming extremely poor if unable to withstand and recover from recurrent shocks and stresses. Objective 3 will strengthen their capacities to intensify production and participate in market system opportunities emerging from activities under Objectives 1 and 2.

Using a market system approach, HRASA will facilitate smallholder farmers' connection to competitive markets and build on existing opportunities to promote inclusive and resilient economic development. HRASA may also support the uptake of market-focused applied research and extension to develop selected agricultural market systems.

All activities will take place in the communes in the two defined Resilience Focus Zones (RFZs) highlighted in the Activity scope of work: the southern Les Cayes region and the North-Northeast-Central Plateau region. However, the focus of these activities will vary, depending on the circumstances and selected commodities and market systems prevalent in each region.

The Senior Private Sector Engagement Specialist (PSE) oversees the design, execution and monitoring of HRASA activities that help facilitate, stimulate, and expand private sector investment and engagement in agricultural market systems in Haiti. S/he serves as an expert in private sector engagement, complementing technical expertise provided by other personnel on the project. The PSE Specialist will enable agreements and partnerships between producers and a range of private sector actors, developing incentives to increase private sector investments, and planning actions that can de-risk and/or otherwise enable private sector engagement and investments.

In so doing, s/he will help establish the conditions for improving the efficiency/effectiveness of market system actors, (Objective 1) while creating pathways for marginalized households and communities to engage more effectively in market systems, particularly in ways that strengthen these groups' capacities to absorb and adapt to recurring shocks and stresses. The PSE Specialist will work synergistically with the Objective 1 and 3 Leads and contribute to activities that build on and complement those under Objectives 1 and 3, such as increasing high-quality productivity of selected commodities, readying producer groups for private sector partnerships, and building household and community resilience, freeing them to engage with the private sector.

Position Description

Under the guidance of the Chief of Party (COP) or designee, Senior Private Sector Engagement Specialist will play a critical role in the development of HRASA's overarching goal to increase individual, household, and community resilience through strengthened, well-functioning, and inclusive market systems.

S/he will work closely with diverse team and partner staff throughout the RFZs. S/he will provide oversight to ensure quality of work at all stages, including design, planning, implementation, data collection, analysis, and reporting on all activities aiming at increasing private sector engagement and investment. S/he will ensure that research, technical support, deliverables, events, and publications are of high standard and will establish and strengthen collaboration and partnership among market system actors and other relevant stakeholders as required by the program.

Level of Effort/Timeline

The level of effort is 260 days per year until the close-out of the project in September 2026. The PSE Specialist will be based on Cape Haitian, with frequent travel throughout the RFZs and, as needed, to Port au Prince and other locations in Haiti.

Supervision

The Private Sector Engagement Specialist will be an employee of Papyrus S.A. assigned to the project and will work under the direct supervision of the HRASA Chief of Party or designee. S/he will supervise the activities of selected Partnership Specialist(s) as decided in consultation with the Chief of Party or designee.

Responsibilities

- Contribute to annual work plans and quarterly updates. Collaborate in developing Annual Work Plans (AWPs) that integrate her/his contributions with those of other HRASA team members and partners and, as appropriate, other stakeholders. The Work Plans will identify tasks and contributions (including specific deliverables) for each task, and timelines (work schedule) to carry out all activities and prepare all deliverables.
- Contribute to the design, execution and reporting of HRASA's foundational assessments, including the Market System Diagnostic, the Commodity Selection analysis, the Gender, Youth, and Social Inclusion (GEYSI) assessment, and the Private Sector Strategy.
- Develop action plans that identify and plan steps for each activity/contribution, as informed by on-going progress under the HRASA program. This will include reviewing and revising the first AWP's approach to Objective 2 and identify specific tasks/activities, supporting resources needed, how each task/activity will be monitored, and other details if and as agreed by the team.
- Develop a description of the theory of change for Objective 2 and related aspects of Objectives 1 and 3, in close collaboration with other HRASA team members as appropriate.
- Map the landscape of private sector actors engaged in the selected commodity areas in the RFZ.
- Design a capital mapping exercise.
- Identify private sector actors' priorities and propose innovative means of engagement that address them.
- Participate in periodic reviews of progress under the AWP, adapting plans and activities as appropriate in collaboration with other team members, and co-designing and iterating the ways that HRASA operates and implements its technical activities, including aiding in adapting program objectives to the Haitian context.
- Lead technical assistance, stakeholder engagement, grant and subcontractor partner supervision, and other relevant technical support (including analyses, reports, planning, training and/or other contributions) for specific market systems development-related activities, particularly those that help create sustainable linkages between market actors including SMEs, smallholders, and agribusinesses to broaden engagement in the market and increase overall effectiveness and profitability.
- Help create sustainable linkages between market actors including SMEs, smallholders, and agribusinesses within supply chains to broaden engagement in the market and increase overall effectiveness and profitability. This will require fostering and facilitating partnerships between private sector companies and a range of market system actors (including producer groups, government agencies, financial institutions, research institutions, and community-based organizations).
- Utilize market systems and related approaches to identify market and trade regulatory constraints; to design market entry strategies for old and new markets, products, and services; and to assess and analyze market opportunities and the competitiveness of local products and services.
- Assist local entrepreneurs in identifying and attracting foreign and local investment.
- Design and lead staff trainings on market systems assessments, SME development, and public-private partnership facilitation.
- Develop and maintain effective working relationships, through collaborative analysis, planning, and sharing learning with private sector, community and producer groups, international, government, and non-government agencies, and other relevant

stakeholders in support of developing market systems that are pro-poor, competitive, inclusive and resilient to shock and stresses.

- In collaboration with the team's gender and youth specialists, ensure that all Objective 2 workplans and performance monitoring frameworks incorporate gender and youth development activities and indicators.
- Identify needs for additional short-term technical assistance (STTA) related to Objective 2 as required to support the AWP. Draft potential STTA Scopes of Work and/or Requests for (grant) Applications on these topics.
- Develop and maintain effective working relationships with relevant USAID, Government of Haiti, private sector, local government, and market system actors. Keep team leadership fully apprised of information related to developing or breaking emergencies and critical situations.
- In collaboration with leadership and Objective Leads, organize marketing events, trade fairs, and trade missions.
- Conduct regular field visits to offices and intervention areas within the RFZs.
- In collaboration with the Communications team, communicate & disseminate results through publication, trainings, workshops, and other events.
- Perform other duties as requested by USAID/Haiti, the Chief of Party, and/or the HRASA core team.

Qualifications

- University degree in relevant field such as economics, international affairs, agriculture, rural development, public policy, or another related field;
- Minimum 8 years of stakeholder engagement experience in international development with USAID experience required;
- Direct and hands on experience engaging with Haiti's private sector, demonstrated capacity to foster collaborative partnerships and to improve the economic enabling environment for SMEs, smallholders and vulnerable populations;
- Demonstrated experience incorporating gender and social inclusion activities into economic development programs;
- Ability to work and quickly adapt in a complex and volatile environment;
- Excellent oral and written communication skills in English, French, and Haitian Creole required.
- Demonstrated understanding of the Haiti's agricultural market systems constraints and opportunities;
- Ability to undertake regular field visits throughout Haiti and in the Resilience Focus Zones as outlined in the project summary above;
- Strong communication skill, with proven ability to converse and build strong rapport with private sector actors;
- Good interpersonal, writing and communication skills, and demonstrated ability to succeed in a multi-cultural workplace environment.

Interested candidates should send a cover letter and resume to: application@papyrushaiti.com
Please indicate the position you are applying for in the email subject.