

VACANCY– GOPA AFC, IRAM, AND BASA DEVELOPMENT INITIATIVES

Background of the Organizations

GOPA AFC GmbH is a private German consulting firm based in Bonn, founded in 1973, that works on agricultural, agribusiness, and financial development projects in developing and transition countries. It has implemented projects in more than 120 countries for clients including the EU, AFD, GIZ, KfW, the World Bank, and several development banks. The firm has worked extensively on the cassava value chain in Nigeria and Ghana, including the GIZ-funded SEDIN and AgriBiz programs. Part of the GOPA Group and certified to ISO 9001:2015 and ISO 14001:2015, it serves as the lead partner for this consortium.

IRAM (Institut de Recherches et d'Applications des Méthodes de Développement) is a Paris-based associative consultancy firm that has worked in international development since 1957, operating in about 40 countries with a multidisciplinary team of agronomists, economists, sociologists, and development specialists. It has a record of Expertise France contracts, including the AFIDEC project in Comoros, the PGE Gabes in Tunisia, and the PAGOF project in West Africa, as well as extensive technical assistance for AFD and the EU. Its cassava work includes value chain analysis and extension strategy development in the D.R. Congo. IRAM is the consortium partner.

BASA Development Initiatives (BDI) is a legally registered Liberian non-profit and non-governmental organization with a mission to empower women, youth, and communities through sustainable, locally led development that improves livelihoods, strengthens resilience, and advances inclusive social and economic growth. Its main intervention areas are agribusiness, environmental sustainability, education, youth and women empowerment, and health and nutrition. BDI has implemented work funded by the Global Environment Facility, the European Union, and GIZ. The EU-funded Cassava Transformation Project in southeast Liberia provided business support services and training in climate-smart agriculture and good agricultural practices across Maryland, Sinoe, and River Gee counties. BDI is built on the principle of local ownership, with Liberians championing their own development.

Project Background

The GOPA AFC–IRAM consortium, with its Liberian sub-contractor BASA Development Initiatives (BDI), is being awarded **"Strengthening the cassava value chain in Liberia – boosting sustainable production, processing, and market access"** (Lot 1), a technical assistance assignment tendered by Expertise France under the Liberia Private Sector Development Project and funded by the European Union. Cassava contributes about 23% of Liberia's agricultural GDP, but yields are low. The assignment addresses these gaps through five results across the value chain. Results 1 to 3 target the core segments: production, processing, and marketing. Results 4 and 5 operate at the meso level, focusing on service provision and stakeholder organization. Cross-cutting attention goes to food security, poverty reduction, gender, youth, and people with disabilities. A team of seven subject-matter specialists will deliver the work, covering value chain development, production, processing, marketing, finance, social inclusion, and monitoring and evaluation, and will be complemented by local experts and facilitators. The GOPA AFC–IRAM–BDI team is now recruiting a Team Leader / Senior Value Chain Expert (Cassava) to lead a team of international and Liberian experts.

Job Title: Market Access and Business Development Specialist

Location: Monrovia, frequent travel to Gbarpolu, Nimba, Grand Bassa, Margibi, and Rural Montserrado.

Project: Cassava Value Chain Component under the EU-funded Private Sector Development Project

Reporting to: Team Leader / Senior Value Chain Expert (Cassava)

Status: National / International

Duration: 6 months with renewal based on performance

Job Overview

The Market Access and Business Development Specialist strengthens market linkages and business performance across the cassava value chain. The role conducts market studies and analysis, develops branding and promotion strategies for value-added products, and facilitates buyer–seller linkages between producers, processors, and markets. The Specialist supports inclusive business models such as contract farming and works closely with the Team Lead and technical experts to connect production and processing to demand. Knowledge of regional trade frameworks informs the development of market opportunities.

Key Responsibilities

- Design and carry out market studies and value chain analysis for cassava and its products.
- Develop branding, promotion, and marketing strategies for value-added products (e.g., gari, flour, starch, by-products).
- Facilitate structured buyer–seller linkages between producers, processors, traders, and buyers.
- Support inclusive business models, including contract farming and aggregation arrangements.
- Identify and develop market opportunities, including regional and cross-border trade.
- Strengthen the business performance of MSMEs and cooperatives engaged in processing and marketing.
- Support the organisation of business-to-business meetings and trade platforms.
- Build the capacity of value chain actors in marketing, business skills, and market intelligence.
- Work with the M&E Specialist to track market access and business performance indicators.
- Contribute to progress and evaluation reports in line with donor requirements.
- Liaise with the Team Lead, private sector actors, government bodies, and donor representatives.

Required Qualifications and Experience

- Degree in business administration, economics, or a related discipline.
- At least 7 years of experience in agribusiness development, market analysis, and value-added product promotion.
- Experience designing and implementing market studies, branding strategies, and facilitating buyer–seller linkages.
- Knowledge of regional trade frameworks (e.g., ECOWAS, AfCFTA) is an asset.
- Strong understanding of inclusive business models and private sector engagement.
- Familiarity with EU-funded projects and their reporting standards is an asset.
- Prior experience in West Africa (preferably Liberia or neighbouring countries) is highly desirable.

Preferred Profile

- Hands-on experience developing market linkages and contract farming arrangements in agricultural value chains.
- Experience in branding, product development, and promotion of value-added agrifood products.
- Skills in market intelligence, demand analysis, and facilitating business-to-business engagement.
- Track record in strengthening the business performance of MSMEs and cooperatives.
- Familiarity with regional trade frameworks and cross-border market opportunities.
- Experience working with cassava or the wider agrifood sector.
- Excellent coordination and reporting skills in line with international donor standards.
- Fluency in English; additional languages relevant to West Africa are an advantage.

How to apply

Interested candidates should submit a CV and a cover letter to recruitment@basadev.org, with "**Market Access and Business Development Specialist**" in the subject line. The CV should detail relevant experience in agribusiness and market development on donor-funded projects, and the cover letter should explain your suitability for the role and your availability. Please include the names and contact details of at least two professional references. Applications are reviewed on a rolling basis, so early submission is encouraged. The deadline for application submission is 28 September 2026 at 5pm. Only shortlisted candidates will be contacted.