



**JOB TITLE: GROUP EXECUTIVE:
ECOSYSTEM AND STAKEHOLDER
MANAGEMENT**

Closing Date: 10 Apr 2025

Fixed Term Contract (FTC): 5 years

Location: Pretoria

Division: Ecosystem and Stakeholder Management

Submit Applications to: executiveECO@sedfa.org.za

OVERVIEW	<p>Small Enterprise Development and Finance Agency Ltd (Sedfa), a development finance institution responsible for the provision of financial and non-financial support to Micro, Small and Medium Enterprises (MSMEs) invites qualified candidates to apply for the Group Executive: Ecosystem and Stakeholder Management position.</p> <p>The institution is a merged entity between Small Enterprise Finance Agency (sefa), Small Enterprise Development Agency (Seda) and Co-Operative Banks Development Agency (CBDA). The entity is listed as a Schedule 3B National Government Business Enterprise, with the State as the sole shareholder and the Department of Small Business Development as the Executive Authority.</p>
NO. OF INCUMBENTS	1
MAIN PURPOSE OF THE JOB	<p>Reporting to the Chief Executive Officer, the successful candidate will proactively lead strategic oversight and collaboration across small enterprise ecosystems to foster growth, innovation, and sustainability. Manage stakeholder relationships, public relations, marketing, and corporate communications to enhance Sedfa's reputation nationally and internationally. Ensures the efficient achievement of Sedfa's strategic goals by fully utilizing ecosystem resources and opportunities.</p>
KEY PERFORMANCE AREAS	<ul style="list-style-type: none"> • Develop and implement a strategic plan for ecosystem that aligns with the organisation's goals and needs of the small enterprise sector aligns to the District Development Model. • Establish and maintain strong relationships with stakeholders across the ecosystem, including government bodies, financial institutions, industry associations, and support organisations. • Facilitate Partnerships developments for fund raising purposes. • Develop and implement programs that enhance the capabilities of small enterprises, enabling them to thrive within the ecosystem. • Advocate for policies and regulations that support the development and growth of small enterprises within the ecosystem. • Secure and allocate resources (financial, human, and technical) to support the growth and sustainability of small enterprises within the ecosystem. • Develop and oversee the implementation of stakeholder management, public and social media relations, marketing strategies, and policies. • Promote and facilitate Sedfa's brand, prominence and reputation management both nationally and internationally. • Assure the embedding of risks, compliance and quality improvement in all stakeholder management, marketing, public & media relations processes and systems. • Manage Divisional resources optimally (finance, assets, and people).
REQUIRED MINIMUM QUALIFICATION	<ul style="list-style-type: none"> • NQF Level 8 in Public Relations, Communications, Business Management, or a relevant field. • NQF Level 9 will be an added advantage.
REQUIRED WORK EXPERIENCE	<ul style="list-style-type: none"> • 10+ years of work experience in MSME development, stakeholder Management, Public Relations, Media, and corporate communications and marketing, of which 5 years' experience should be in a Senior Management role. <p>Able to demonstrate:</p> <ul style="list-style-type: none"> • Formulation and execution strategies that enhance the overall ecosystem for small enterprises, considering market trends, challenges, and opportunities. • Understanding and forging strong partnerships with government bodies, financial institutions, NGOs, and other relevant stakeholders to create a supportive ecosystem.



	<ul style="list-style-type: none"> • Encouraging and managing collaboration between various entities within the ecosystem, including incubators, accelerators, and industry networks. • Understanding and awareness of government operations and marketing initiatives. • Knowledge and understanding of government and global legislation applicable to small enterprises' development. • High level of engagement with policymakers to influence small enterprise policies.
CRITICAL COMPETENCIES	<p>Advanced level of competencies below:</p> <ul style="list-style-type: none"> • Communication • Strategic Thinking • Stakeholder management • Innovation and Problem Solving • Project management • Technology and Digital Transformation • Financial management • Risk Management • Ethics and Integrity • Change Management • People management • Quality management • Policy conceptualisation and implementation

NB: Sedfa is committed to the pursuit of diversity and redress. The organisation intends to promote equity and representativity in terms of race, gender, and people living with disability. Previously disadvantaged Individuals are encouraged to APPLY.

- The appointment of candidates is subject to the verification of all their credentials (employment history, educational, financial, criminal, and any other checks as may be necessary).
- Submission of copies of qualifications, Identity document, and any other relevant documents will be limited to shortlisted candidates only.
- Foreign qualifications must be accompanied by an evaluation certificate from the South African Qualifications Authority (SAQA).
- All shortlisted candidates for Executive Management posts will be subjected to (1) a technical exercise, (2) a generic managerial competency assessment, and (3) personnel suitability checks on criminal record, citizenship verification, financial records check, qualification verification, and reference checks.
- Shortlisted candidates will be subjected to a pre-employment screening and security vetting to determine the suitability of a person for employment.
- The successful candidate will be required to enter into an employment contract of five (5) years and a performance agreement with the Board of Directors within 3 months of appointment, as well as completing a financial interests declaration form within one (1) month of appointment and annually thereafter. **Sedfa** reserves the right not to fill or withdraw any advertised post.
- Please note that only shortlisted candidates will be contacted, and if you have not heard from us within three (3) months of submitting your application, please consider it unsuccessful.
- Please note that by applying for this position, you permit **Sedfa** to process your personal information in compliance with POPI ACT.

APPLICATIONS: Candidates must submit the applications to: executiveECO@sedfa.org.za

Please quote the position in the subject line (email) when applying.

Email for enquiries: executive-inquiries@sedfa.org.za

NB: Applications received after the closing date will not be considered.