

## **Terms of Reference (ToR) for a Board of Director Position (Private Sector Background) at the Gambia Ferry Services.**

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### ***Role and Responsibilities***

The appointed Board Member will play vital roles in enhancing the governance, strategic direction, and financial sustainability of The Gambia Ferry Services by bringing private sector insight and entrepreneurial expertise. Key responsibilities include:

- Provision of private sector perspectives to support the Corporation's financial sustainability, operational efficiency, and market competitiveness.
- Contribution to the formulation of business-friendly policies that encourage innovation and investment in the transportation sector.
- Offering strategic advice on revenue generation, cost optimization, and investment opportunities to support the Corporation's long-term viability.
- Support efforts to diversify revenue streams by identifying and promoting new business models, commercial ventures, and service offerings.
- Strengthen collaboration between the public and private sectors to attract investment in ferry service infrastructure and logistics.
- Facilitate strategic partnerships with business leaders, investors, and financial institutions to expand the Corporation's operational and financial capacity.
- Promote a culture of innovation, service excellence, and customer responsiveness within The Gambia Ferry Services.
- Encourage the adoption of modern business strategies and digital solutions to improve operational efficiency and service delivery.
- Identify and provide guidance on mitigating financial, operational, and market-related risks that could impact the Corporation.
- Advocate for sustainable and socially responsible business practices aligned with national development goals and environmental priorities.

### ***Required Qualifications & Experience***

The ideal candidate should possess the following qualifications and attributes:

- At least 10 years of proven experience in the private sector, preferably as a business owner, entrepreneur, investor, or senior executive.
- A strong track record in managing successful enterprises or holding leadership roles within prominent private sector organizations.

- A Master's degree in Business Administration, Finance, Economics, Entrepreneurship, or a related field.
- Demonstrated ability to drive innovation, efficiency, and business transformation in a corporate or regulatory setting.
- Strong networking, stakeholder engagement, and partnership-building skills to enhance the Corporation's external relations and investment portfolio.

***Term of Service as Board of Director***

- The appointment to The Gambia Ferry Services Board of Directors shall be for a period of three (3) years, subject to renewal based on performance and institutional needs.

***Interested and qualified candidates shall submit the following:***

- A detailed CV
- A cover letter expressing interest and outlining relevant contributions they can bring to The Gambia Ferry Services Board.
- Applications to be submitted at the SOE Commission Office at Old Jeshwang, Opposite Gambia Methodist Academy (GMA), or sent via email to: [info@soec.gm](mailto:info@soec.gm) or [soecommission@gmail.com](mailto:soecommission@gmail.com) **by Friday, July 4<sup>th</sup> 2025.**