

## **Terms of Reference**

### **Marketing Officer**

#### **Objective**

The Marketing Officer (MO) will be responsible for: supporting the Programme Technical Coordinator and the Ministry of Agriculture (MoA) Programme Unit Coordinator in marketing issues, training extension workers and farmers in marketing concepts and strategies and developing/updating a database on market information to make available to beneficiaries and technical support staff.

#### **Reporting**

The MO will report to the Technical Coordinator (TC).

#### **Qualification and Experience**

A bachelor's degree in agriculture or social sciences.

At least three years of proven experience in:

- Development projects financed by external donors;
- Liaising with MNIB, supermarkets, restaurants, hotels and other market outlets for agricultural and non-agricultural products;
- Report writing;
- Working in rural areas, particularly with rural organizations and groups.

#### **Desirable Skills and Personal Qualities**

- Experience with IFAD, WB or CDB financed projects;
- An understanding of rural production and markets and agricultural market's dynamics;
- Experience in working in rural areas and rural organizations;
- Experience and/or disposed to work with vulnerable youth;
- Ability to operate effectively in a team and contributing positively to working relationships;
- The willingness to work outside of formal working hours and days;
- Willingness to make on-site visits to beneficiaries and service providers on regular basis.

#### **Position Responsibilities**

The Marketing Assistant specific responsibilities include:

- Support the TC in developing a database on purchasers, quantities, prices, requirements and payment schedule for main agricultural and non-agricultural products.
- Conduct regular market surveys to update the database.
- Plan and deliver marketing training to extension workers in close consultation with the MoA Programme Unit Coordinator and the MCPMA.
- Conduct workshops and seminars with farmers' organization leaders on how to interpret market information and how to take appropriate production/market decision making.
- Liaise with MNIB, hotels, supermarkets, restaurants and local vendors to facilitate marketing of beneficiaries' products and promote/develop a continuous flow of information to beneficiaries.
- Promote and coordinate the logistics for the participation of beneficiaries in local / national / regional fairs and events to display their products.
- Identify needs for specialized technical support to beneficiaries regarding quality standards, post-harvest handling, packaging and labelling issues, developing the corresponding ToRs for procuring the services.
- Support beneficiaries in the development/procurement of promotional material, brochures, logos and social media advertisement.
- Conduct on-site visits to beneficiaries with extension workers to further understand, discuss and address the issues involved in improving market linkages.
- Support coordination with public and private stakeholders regarding quality standards (GBS) and marketing (MNIB) to ensure timely support to beneficiaries.

- Coordinate the flow of information to the M&E system regarding marketing issues.
- Follow up the implementation of annual work plans and budget regarding marketing issues.