



Job Description- Marketing Manager, MANDI

ABOUT THE ORGANISATION

ACCESS Development Services is a national livelihoods promotion organization with focus on incubating innovations and sustainable models for livelihoods promotion of the poor. ACCESS operates in 14 states across the country, with programmes in both rural and urban locations, as well as in both farm and the non-farm sector. Currently, ACCESS supports over 310,00 households, strengthening their livelihoods and moving those from subsistence to sustainable levels through a clutch of intertwined interventions.

ABOUT THE ROLE

Under the proposed MANDI programme, ACCESS plans to reach out to 50,000 farmers in 5-7 districts of Assam across various identified commodities through strategic partnerships with select NGOs and umbrella organisations who have promoted FPOs in the state. Under the MANDI programme, capacities of partner organisations will be built in better FPO management, and a professional cadre will be created for handholding FPOs promoted by them. The NGOs will be provided with structured technical assistance and capacity building inputs through well-designed FPO Management modules, that ACCESS will develop across relevant thematic areas. Based on the crops identified, efforts will also be made on productivity enhancement at the farmer level through improved Package of Practices. Through MANDI, ACCESS will aspire to make Assam as a hub for excellence in FPO promotion.

JOB RESPONSIBILITIES

ACCESS Development Services is currently looking to hire an experienced Marketing Manager to spearhead access to market and facilitate institutional linkages for commodities by FPOs under the program fold. Broadly, the incumbent will be responsible for managing the following key activities:

- Work with the Team Leader to create a Marketing Strategy for agri products from FPOs, to take it to the highest value markets
- Supervising and formalizing customized business plans for FPOs
- Formalize institutional partnerships with traders, processors, bulk buyers, e-markets and retail chains– both at local, regional and national levels
- Organize buyer-seller meets to bring FPOs and market players on one platform
- Support capability building of FPOs to undertake marketing activities on their own
- Strengthening & facilitating in appropriate practices for agri supply chains - grading, packaging, storage & processing and value addition wherever required

QUALIFICATIONS



- MBA/PGDM in Agribusiness/Marketing with more than 6 years of relevant experience in agribusiness/ farm produce marketing sector and experience of working with marginal farmers
- Experience of working in teams
- Should have undertaken marketing of agri based products for at least 4 years
- Good communication and interpersonal skills

COMPENSATION

Salary range in this position is commensurate to industry standards and will be determined based upon experience and fixed as per the HR policies of the organization.

Interested candidates should send an up-to-date CV and cover letter addressing the above requirements to sukhbir@accessdev.org. Only short-listed candidates will be contacted. Deadline is April 7, 2022.