

JOB DESCRIPTION



POSITION: Manager – Marketing

LOCATION: Delhi

REPORTS TO: Vice President

LEVEL/GRADE: Manager

About the Organization and the Programme:

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 more than 3 lakh households, strengthening their livelihoods and moving those from subsistence to sustainable levels through a clutch of intertwined interventions.

ACCESS's GramyaShakti II project seeks to scale up an existing women's collective enterprise engaged in spice processing and establish four new collective enterprises in spice processing across the 3 states of Odisha, Rajasthan and West Bengal. Under GramyaShakti II, women members of Farmers' Producer Organisations will be skilled to self-manage and govern the enterprises; provided with niche packaging and branding solutions; linked with highest value markets; and credit linkages will be established with formal financial institutions in an effort to support and enhance women's livelihoods and their economic and social empowerment.

JOB SUMMARY:

Scope of Services

You will be responsible for providing marketing and business development support to community-based enterprises engaged in production of processed food products. Your specific responsibilities will be to:

- Undertake market research on spices and spice-based food products to support FPCs on product and portfolio development and pricing strategy.
- Design branding and marketing strategies for products made by community-based enterprises and establish a strong brand identity.
- Work with designers to develop packaging designs and solutions for products made by community-based enterprises for various consumer categories.
- Establish B2B market linkages for sale of products in highest value markets as well as in local markets.
- Develop and implement marketing strategies for B2C sale including through online channels. Identify opportunities for brand promotion and product sales through participation in trade fairs, exhibitions etc.
- Design and implement product promotion strategy and campaigns, including through social media outreach.
- Build capacities of and provide support to FPCs on local marketing and on supply chain management and trading modalities linked to B2B sales.

- Develop business plans for community-based enterprises and provide them guidance for achieving targets as per the business plans.

SPECIFICATIONS

SKILLS & COMPETENCIES

- 6-8 years of relevant work experience as mentioned above.
- Sales, Marketing and Logistics/SCM experience (products) is essential.
- Demonstrated ability to work independently and proactively.
- Traveling to production sites and market venues
- Ability to manage marketing linkages
- Must have understanding of budgets, financial procedures and reporting.
- Must be proficient in Computers (internet, word and excel)

EDUCATION & QUALIFICATION

Post Graduate Management qualification is essential. Qualifications in Marketing Management / Rural Marketing / Business Development would be highly preferable.

COMPENSATION: Salary range in this position is commensurate to industry standards and will be determined based upon the experiences 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 30th May 2022.