



JOB DESCRIPTION

POSITION: Marketing Coordinator

LOCATION: - Kolkata

REPORTS TO: Team Lead

LEVEL/GRADE: Sr. Coordinator

About ACCESS:

ACCESS Development Services is a national livelihoods promotion organization with a focus on incubating innovations and developing sustainable models for livelihoods promotion of the poor. To this end, ACCESS is structured uniquely to work at all levels of the value chain – implementing programmes on the ground (Tier I), working with Civil Society Organizations, Government Departments, Corporate sector, and Multilateral / Bilateral Agencies (Tier II) as also undertaking national initiatives to influence and support policy initiatives and strengthening the enabling environment (Tier III). ACCESS, with its head office in New Delhi has a pan-India presence having state offices in 9 states and 26 project offices. More at www.accessdev.org

A short summary about the Project:

The proposed U D A A N program has 4 key objectives 1) strengthening and building the abilities of existing Farmer Producer Organizations to sustainably engage in the value chain; 2) focusing on creating model women FPOs; 3) facilitating local value addition through food processing/packaging/branding solutions to enable FPOs to compete in high value markets and 4) Promoting climate resilient practices for long term sustainability of farm-based livelihoods.

Position Summary:

In this context, ACCESS is inviting applications from self-driven professionals, who are interested to take on the role of Marketing Coordinator.

Position Type: 1-year renewable contact (Based on requirement/performance)

Responsibilities:

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.

SKILLS & COMPETENCIES

1. 4-5 years of relevant work experience as mentioned above.
2. Sales, Marketing and Logistics/SCM experience (products) is essential.
3. Demonstrated ability to work independently and proactively.
4. Travelling to production sites and market venues
5. Ability to manage marketing linkages
6. Must have understanding of budgets, financial procedures and reporting.
7. Must be proficient in Computers (internet, word and excel)

Travel Requirement: 30-40 %

COMPENSATION:

The salary range for this position is commensurate to industry standards and will be determined based upon the experience set of the candidate and the HR policies of the organization.

ACCESS is an Equal Opportunity Employer, and is committed to providing an environment of fairness, and mutual respect where all applicants have access to equal employment opportunities. ACCESS values diversity and inclusion, and all qualified applicants will receive consideration for employment without regard to race, color, gender, sexual orientation, gender identity or expression, religion, national origin, marital status, age and disability.

Interested candidates should send an up-to-date CV and cover letter addressing to the above requirements sukhbir@accessdev.org Only short-listed candidates will be contacted. The deadline is March 16th, 2023.