



JOB DESCRIPTION

POSITION: Marketing Manager

LOCATION: Kharel, Navsari, Gujarat

REPORTS TO: Sr. Project Coordinator

LEVEL/GRADE: Project 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

ACCESS Development Services has partnered with L&T Public Charitable Trust (LTPCT) to implement a women's livelihood enhancement project through skill development and entrepreneurship. The women selected for the programme will be from nearby villages of Kharel, 20 km from Navsari. Around 400 women will be trained over a period of 5 years in tailoring and various other livelihood activities. Skill development together with enterprise development and a sustainable business model will ensure regular employment/ earning opportunities for these women.

Following are the objectives of the project:

Objectives of the project:

1. The project aims to bring together 400 women (over 5 years) under the fold of an institutional model, which they shall own and manage.
2. Skill development of the 400 enrolled women under the project, and engaged in income generating productive activities
3. Provide support to Jansakhis for creating skill-based livelihood opportunity at least four areas.
4. Increase in income from the social enterprise: Sustained efforts will be made to augment their incomes through the enterprise to about 50% of the baseline levels.
5. Developing sustainable eco-system for the social enterprise: To enable continued business development of the enterprise, focus will be on attracting and linking a large number of relevant stakeholders to the programme. Building the ability of the community to engage with them on commercial terms, negotiating within value chains would be achieved via constant handholding.
6. Undertake a product audit and create a range of diverse marketable products which can be sold in high end markets (as well as local markets/ smaller cities).
7. Establish an appropriate distribution channel (marketing avenues; both B2B and B2C) including online market places.
8. Inculcate the spirit of entrepreneurship among the women; develop the business skills of women members and prepare them as entrepreneurs.





9. Enhance marketing abilities of the women; make them self-reliant in selling their products both online and offline.
10. Increase access to finance for the women entrepreneurs by building their capacities in financial management, digital finance and access to credit.

Position Summary:

In this context, ACCESS is inviting applications from self-driven professionals who are interested to take on the role of Marketing Manager and delivering against the objectives of the project. The Marketing Manager will be responsible for timely sales deliverables of the project in the designated area.

Responsibilities:

- Strategizing and overseeing the organization and execution of events and exhibitions as part of project participation
- Proactively scouting and securing new clients to generate orders and foster long-term partnerships.
- Establishing collaborations with fresh vendors to facilitate bulk orders and enhance product offerings.
- Identifying market trends and consumer preferences to pinpoint relevant products.
- Monitoring and replenishing raw material stock to avoid disruptions in production.
- Achieve a sales target of Rs. 20 lakhs for the Jan Sakhi Unit

Education & Experience:

Preferably postgraduate in a relevant field, or a management graduate with at least 3 years' experience of working in the field of women empowerment/crafts/non-farm livelihood activities, especially marketing.

Skills and Competencies:

1. Excellent planning, coordination, marketing and reporting skills.
2. Strong communication and effective interpersonal skills.
3. Business knowledge and awareness about the trends in the overall textile market scenario.
4. Self-motivated, ability to flourish with minimal guidance, able to handle uncertainties.
5. Knowledge and ability to handle billing, challan, tax implications (GST & others), returns, banking procedures pertaining to the business.

Travel Requirement

As and when the project demands. Mainly for marketing activities and other procurement related requirements.



COMPENSATION:

The salary range for this position is commensurate to industry standards and will be determined based upon 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 the above requirements to sukhbir@accessdev.org. Only short-listed candidates will be contacted. The deadline is September 30th, 2023.

