



**Green Lane NGO
Marketing Consultant**



Green Lane NGO is looking for an experienced Marketing Consultant. The Marketing supports the Project Team in the full range of marketing and communications responsibilities and initiatives, including creating and implementing integrated marketing campaigns for Women groups as a brand and its individual projects; developing editorial content across platforms and supporting marketing, media relations, and other promotional initiatives on behalf of the fund.

TITLE: Marketing Consultant For the Project “Empowerment of Rural Women Through Development of Capacity” Funded by UN Gender Equality Foundation.

TERM: 1 month

OPEN TO/ ELIGIBILITY CRITERIA: All interested and qualified candidates. The candidate will be finally approved for the position after a successful probation period.

START DATE/ TIME: 20 November 2018

LOCATION: Yerevan, Armenia

1. Background information

Firstly, the project aims to contribute to the regional, mainly economic empowerment of women groups operating in the regions of the Republic of Armenia. One of the strategic directions is to promote the cultivation of berries and high value crops that has demand in Armenia.

Secondly, the project presents possibilities for women to more actively take part in public and political life, production processes and paid work, thereby stimulating a re-thinking of prevailing role models and stereotypes especially among more conservative parts of society.

The specific objectives of the action are:

Develop marketing and branding initiatives, conduct research related to targeted audiences and regional competitiveness

Develop, implement, and evaluate the annual communications plan across the organizations.

Put communications vehicles in place in to create momentum and awareness, as well as to test the effectiveness of communications activities.

Coordinate freelance designers and brand strategists on the development of the new branding for women groups.

Manage the design, content and development of the new branded collateral (booklets, infographics, videos, etc.)

Develop, prepare and distribute marketing materials, social media campaigns

Conducting practical and theoretical marketing of women's groups

2. Scope of Work

The Marketing Consultant should develop and implement a marketing strategy according to objectives.

Conducting marketing research to identify industry trends and commercial opportunities. He/she is expected to work in collaboration with other specialists and Local Coordinators in the country and reports to the Project Director. He/she will be responsible for providing technical input into project implementation at national level.

Specifically, the Marketing Consultant will undertake the activities as outlined below:

- Implement works within the framework of the Project in the country;
- Take part in the preparation and organization of trainings within the framework of the Project /on basic marketing, labeling, packing and design issues/;
- As a trainee in marketing, a person has to acquire knowledge on the business marketing of an organization in which he or she is working by assisting in corporate marketing related projects. After that he or she would be placed as part of field sales marketing and brand building which are very important for a particular organization to survive in the business world.
- Assist the women groups in finding linkages with the markets;
- Participating in business trips if required by project;
- Inform the Project Director in due time about any problem arising regarding the working environment;
- Undertake any other activity that may be necessary for the effective implementation of the task.

3. Methodology

Provide assistance for the established 15 women groups in the frames of project “Empowerment of the women groups through the development of capacity” at regional levels through detailed, specific, and easy-to-understand activities by constant communication; to conduct a course of marketing trainings regarding labeling, packaging and design.

4. Qualification & Experience

The incumbent is required to possess:

- BS/ MS in Marketing or a related field;
- At least 3 years of demonstrable work experience in marketing;
- Experience in marketing of agricultural products is a plus;
- Work experience in agribusiness and rural entrepreneurship is a plus;
- Strong interpersonal communication skills;
- Strong presentation and negotiation skills;
- Strong reasoning and analytical skills;
- Flexible thinker with strong time management skills;
- Confident and dynamic personality;
- Strong creative outlook;
- Fluency in Armenian language; working knowledge of English and Russian languages.

5. Reporting

The Marketing Consultant will report to Project Director electronically, according to a pre-developed template.

REMUNERATION/ SALARY: Commensurate with skills and experience.

APPLICATION PROCEDURES: Please send a CV highlighting the experience and a motivation letter to: office@greenlane.am. Please clearly indicate the position title you are applying for or else your application will be disregarded. Only selected candidates will be contacted for an interview.

OPENING DATE: 11 November 2018

APPLICATION DEADLINE: 19 November 2018

ABOUT COMPANY: Green Lane NGO became one of the pioneer organizations in Armenia that adapted and put in practice the concepts of participatory approaches to the rural development; community- and farmer-driven research and activities; and the principle of empowering women, poor villagers and other vulnerable groups to take part in the decision-making process.