



**Green Lane NGO  
Marketing Specialist**



Green Lane NGO is looking for an experienced Marketing Specialist with the aim to provide ongoing consultancy and support for the beneficiary agricultural women groups in marketing skills, knowledge for packing, labeling for creating umbrella brand for all products, initiate the establishment of the interested groups as organizations, provide close cooperation with the designer and trainers. He/ she will draft a short-term marketing strategy for sustainable group activities.

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

**TERM:** 2 months

**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:** 10 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:**

1. To create an umbrella brand for all products of the participant women groups in the project
2. Organize the packaging of all products and provide the needed machinery for professional packaging and conduct training,
3. To provide inductions on basic marketing i.e. utilizing social media;
4. To coach and link the 15 women groups to markets.

## **2. Scope of Work**

The Marketing specialist should develop the marketing strategy for the company in line with company objectives.

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 Specialist 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/;
- 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.

**Deliverables:**

**Below is a list of expected deliverables:**

- Translation of project related papers from Armenian to the English language and vice versa;
- Implement monthly/weekly reporting on activities to the Project Director within the framework of the task;
- Prepare final report and submit to Project Director.
- Other reports or documents as required;

**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; organize 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. Time schedule and organization**

The Marketing Specialist will work 50 % for the Project.

**6. Reporting**

The Marketing Specialist 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:** 03 November 2018

**APPLICATION DEADLINE:** 07 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.