**JOB DESCRIPTION**

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| **JD Unique ID:** |  |
| **Job Title:** | **Project Officer - Product Development & Marketing** |
| **Project Title:** | Growing Together: Women’s Economic Growth through Integrated Agroecological Farming Systems Project |
| **Company:** | United Purpose |
| **Location:** | Dhaka |
| **Contract type:** | Regular subject to funding from donor |
| **Hours:** | Full time |
| **Reports to:** | Project Lead |
| **Grade:** | IIIC |
| **Salary Range:** | Max BDT 72,513.00 Per Month including All Fringe Benefit |
| **Organisation overview:** | Self Help Africa (SHA) and United Purpose (UP) merged in late 2021 to implement projects to end extreme hunger and poverty in sub-Saharan Africa. The merger doubled its size and reach, with SHA implementing poverty eradication projects in sub-Saharan Africa in 2022. The group includes social enterprise subsidiaries Partner Africa, TruTrade, and Cumo Microfinance. In 2022, SHA will reach over six million people and invest €45m in over 100 development programs to improve food systems, access to markets, financial services, climate change, gender inequality, and access to clean water, sanitation, and hygiene. |
| **Job Purpose:** | United Purpose's "Growing Together: Women’s Economic Growth through Integrated Agroecological Farming Systems" project, funded by the Coca-Cola Foundation, aims to empower women entrepreneurs in Bangladesh by building partnerships among Women's Business Centres (WBCs), local and national governments, and consumers. The initiative addresses systemic barriers such as limited investment capital, regulatory support, climate change, food insecurity, and health challenges. It focuses on introducing green enterprise opportunities, enhancing coordination with the Government of Bangladesh on social protection, and sustaining the Women Business Center (WBC) network **"Nari Jhuri."** By employing a market-based approach and human-centred design, the project improves livelihoods for women and smallholder farmers, builds skills for circular economy activities, and integrates WBCs with government social protection schemes.  **The following will be the overall responsibility of the role:**   * The Project Officer- Product Development & Marketing will be facilitating to strengthen the network of Women Business Centres/ Union level women producers’ cooperatives, district outlet and Nari jhuri as part of the supply chain as aggregators of the products at local level and facilitate linkages with private sector that are in line with the vision of **Nari jhuri**. * Through digital technologies and social media awareness will be raised to mobilise socially conscious consumers about the vision of Nari jhuir towards safe food, healthy living and a sustainable planet.   It will build on existing networks/ platforms such as Pranisebha to identify new customers for the products of women producers, for selling products, getting access to insurance, loan linkages with BRAC bank, veterinary telemedicine service, online marketing platform for livestock and dairy products.   * Further uniqueness of products produced in an agroecological farming system to be communicated through storytelling approach by our entrepreneurs & producers and quality assurance through participatory guarantee system by the producers. * Conducting broad and localised market assessments/studies to gain insights into agroecological input supply, and the value-added contributions of WBCs. Use assessment findings to identify and refine target products and practices and support the creation of end-user demand through activities such as product demonstrations, local market showcases, and participation in local Haats to demonstrate product quality. * Supervision and coaching of team members to achieve the target and goal of the project. * Capacity development of team members, women entrepreneurs, smallholders & their cooperative and relevant stakeholders on business and marketing focusing on agro-ecological aspects. |
| **Key Responsibilities:** | **Key responsibilities include (not limited to):**   * Lead market assessment/studies of poultry/livestock/agro-ecological products in the context of Gopalganj, Jamalpur and Sunamganj connected with upper-level market. * Capacity development of the team on product development & marketing to cascade the knowledge to women entrepreneurs, smallholders and relevant stakeholders. * Supervision of **3 District Outlet Associates (Dhaka, Gopalganj & Jamalpur)** for proper running of the **“Nari jhuri”** social enterprise towards a sustainable business. * Establishing a network linking Women's Business Centres (WBCs) and union level producer cooperatives at district Levels to facilitate market access of women producers/ smallholder farmers. * Develop Participatory Guarantee system (PGS) based quality assurance mechanism, training module, marketing/ communication materials and strategies to promote agroecological products to a wider audience. * Facilitate partnerships with local markets, restaurants, and retailers to ensure a steady market for agroecological produce. * Support WBCs and other entrepreneurs, union level associations to participate in local haats (Bazar) to promote a circular economy within the district. * Forge partnerships with local supermarkets at district and national markets to stock and promote products from women entrepreneurs. * Organise co-creation workshops with women entrepreneurs and youth for digital training and content creation. * Provide digital marketing business plan training, integrating it with existing WBC/ Union level producers’ cooperatives. * Promotion of digital marketing of products and services by the entrepreneurs through social media and other channels. * Support development of Nari jhuri digital marketing platform to facilitate sale of agroecological products at national level with business plan development and strengthening of supply chain.   **Others:**  Consistently monitor the safety and security of field teams, report concerns to UP management, liaise with relevant parties to maintain security, and perform any other duties assigned by the supervisor to support UP programmes. |
| **Key Relationships:** | **Internal:** Project Lead,Country Finance Manager**,** M&E Specialist, APO-Business & Finance, PO - Value Chain & Market Linkage, Medical Officer, and the project’s relevant staff of the Country Office.  **External:** District and Upazila levels local Government authorities, relevant GOB line departments, private sectors, project beneficiaries, local communities and other stakeholders. |
| **Knowledge, Experience and Other Requirements** | **Educational Requirements**  Master's degree in Business and Marketing/Agricultural Marketing /related discipline from recognised university. Graduate candidate with relevant experience could be considered. Related experiences will be given preference.  **Experience Requirements**   * Minimum 3 year(s) relevant experience * The applicants should have experience in product development, marketing of the products of smallholder farmers and women entrepreneurs.   **Language Requirements:**   * Proficiency in written and spoken English and Bangla   **Job Requirements**   * Strong knowledge and skills of value chain (poultry, livestock and agro-ecological products etc), social enterprise development and marketing. * Clear knowledge about profit, break-even point and financial management of a business. * Strong understanding of women’s economic empowerment, gender, and social inclusion. * Ability to communicate with people from different cultures and time zones. * Proficiency in MS Office |
| **Application Procedure:** | You can apply for the position by completing the [application form](https://docs.google.com/document/d/124ALrE7EN1T1GjSm-p7v3LqipvTKt2Jb/edit?usp=drive_link&ouid=115367550417460941452&rtpof=true&sd=true) and upload it following the link [here](https://selfhelpafrica.org/ie/careers-apply/?jbcd=500QD00000JkHat%20-%20Project%20Officer%20-%20Product%20Development%20&%20Marketing%20(66160). Please upload your CV & cover letter alongside.    **Application to be submitted by 24 August 2024.** |

*All candidates offered a job with Self Help Africa/United Purpose will be expected to sign our Safeguarding Policies and Code of Conduct as an appendix to their contract of employment and agree to conduct themselves in accordance with the provisions of these documents. Specific roles may require Police/DBS/ [relevant police authority] vetting.*

**Self Help Africa/United Purpose strive to be an equal opportunities employer.**