

Uganda Country Programme

Job Title	Business Development and Marketing Officer (BDMO)	
Company	Self Help Africa (Attached to WOWNI in Soroti)	
Department	Programmes	
Reports to	Programme Manager (PM)	
Location	Soroti	
Job Purpose	The purpose of the job is to support farmers develop business plans to market their products. The BDMO will apply market system approaches to improve the competitiveness of agricultural producers to respond to new and expanding market opportunities. The BDMO will enhance SHA Uganda's ability to deliver high impact market and enterprise development programming including: assisting farmer groups in on-farm and off-farm business development; value chain development; developing innovative financial inclusion models and approaches.	
Results Areas	Responsibilities (R) and Activities	Results
	R1: Support the development of dynamic and inclusive SMEs that are aligned to Uganda Country enterprise development programmes Specific tasks shall include: <ol style="list-style-type: none"> Leading value chain and/or market analysis studies intended to support project design and/or implementation of ongoing projects. Exploring and developing partnerships with public private sector actors to provide production and market services to smallholder farmers Facilitating market driven linkages between farmers, input/output dealers, and other value chain actors by establishing business relationships and facilitating deals (both formal and informal) which open new market channels for producers. Provide technical oversight on Farmers Organization Business plan development and implementation. 	<ul style="list-style-type: none"> Strong integration of enterprise development approach and inclusive market system approaches adopted in the Implementing Partners.
	R2: Support institutional and enterprise development for smallholders farmers, including off-farm and on-farm businesses Specific tasks shall include: <ol style="list-style-type: none"> Map and lead surveys of farmer groups' to determine their strengths and weaknesses. Contribute to the development and strengthening of farmers groups' and improve their competitiveness Conduct refresher and specialized trainings as needed with staff, partners and farmer groups and design necessary educational materials (manuals, handouts etc.). Conduct continuous market intelligence and assessments to inform programming including identification of sectors and value chains that have high potential to benefit the smallholder farmers 	<ul style="list-style-type: none"> Increased market participation of smallholder farmers. A coordinated and documented approach to farmer institutional development
	R3: Facilitate access to financial services for smallholder farmers <ol style="list-style-type: none"> Facilitate the adaptation and operationalisation of rural financial inclusive model e.g. Saving with a Productive Purpose (SWAPP), Gender Action Learning (GALs) and Savings and Loan Associations (SLA) financial services model being advanced by SHA Uganda. Monitoring and ensuring quality of VSLA services delivery to ensure it is accordance with adapted model; Lead the documentation and sharing of lessons learnt on financial inclusive models 	<ul style="list-style-type: none"> SWAPP, GALs methodologies standardized and promoted across all Implementing Partners Increased access to diverse financial services

	<p>d. Explore and develop relationships with financial services providers to improve access to mainstream services by smallholders</p> <p>e. Lead research initiatives on pro-poor financial services products and facilitate access to an adaptation of new financial services products to the target communities.</p>	by smallholder farmers
	<p>R4: Monitoring, Evaluation Accountability and Learning (MEAL) Specific tasks shall include:</p> <p>a. Document and disseminate case studies, best practices on market development activities and lessons on working with private sector for innovative services</p> <p>b. Support Implementing Partners with enterprise related data collection, analysis and reporting.</p> <p>c. Develop strategies that strengthen adoption of knowledge and skills acquired by partners and smallholder farmers</p>	<ul style="list-style-type: none"> • Provide quarterly feedback to PM on partners and smallholders adoption of best practices
Key Relationships	<p>Internal</p> <ul style="list-style-type: none"> • Programme Manager, Programme Officer Agriculture, Finance Officer, Regional Manager <p>External</p> <ul style="list-style-type: none"> • Farmer groups, youth and women groups, government departments, private enterprises, donors, Civil society organisations • Project implementation partners • Stakeholders including government, other INGOs, research institutions, financial services providers, external auditors, donors, and private companies 	
Qualifications and Experience	<ul style="list-style-type: none"> • Minimum of Bachelor's degree in Agribusiness, Agricultural Economics, Enterprise Development or related field, • At least 3 years of working experience NGO, private sector or government, at technical level across development programmes focusing on any of the following fields: enterprise development, value chain development, value addition, pro-poor financial services, business management or agri-business with strong private sector linkages, • Experience and knowledge in the design and implementation of both on-farm and off-farm enterprise development projects for individuals and groups • Working experience in agriculture, livestock, or the natural resources sectors, marketing with excellent analytical/problem-solving and research skills, • Skills in training/facilitation of development processes including organisation and mobilization of communities, enterprise development and networking among different development partners, • Strong skills in speaking and writing English with solid computer skills in Microsoft Word, Excel, power point and email. 	
Competencies	<ul style="list-style-type: none"> • Excellent communication skills • Proven a ability to produce results within tight deadlines in a very busy environment • Ability to work with minimum supervision and take initiative • Ability to solve problems and take corrective action. • Commitment to international and humanitarian NGO codes, standards and practices, • Ability to speak Ateso will be an added advantage • Ability to ride a motor cycle 	

This Job Description only serves as a guide for the position available and SHA reserves the right to make necessary changes.

This Job Description has been read and clearly understood.

Signed: _____

Name and Date: _____

Self Help Africa is committed to equal employment opportunities