



BRAVO PROJECT

MARKETING OFFICER FOR ORGANIC AGRICULTURAL COMPONENT

JOB DESCRIPTION

Organisation: MAIS-Movimento per l' Autosviluppo, l'Interscambio e la Solidarietà'

Reports to: marketing officer for Organic Agricultural products

Duty Station: Cairo with field visits in Fayoum

About BRAVO project:

BRAVO-PROJECT:

BRAVO - Building Rural Assets with Valuable Opportunities Project is financed by the Italian-Egyptian Debt for Development Swap Program. The project aims at poverty-reduction of small producers, of women excluded from labour, and of unemployed youth, by tackling the challenges hindering the full development of Fayoum governorate in its three main economic sectors (tourism, handicraft, agriculture). The proposed strategy is based on the enhancement of the available assets, and the creation of new opportunities, both on the market of goods and labour. The project will play a significant role towards the achievement of women's economic empowerment by targeting unemployed women and girls, as beneficiaries of skills development and micro finance actions, to play the actors' role in services and facilities establishment.

Location: Villages of Nazla, Quota, Tunis,

The project specific objective is: Promoting Fayoum as an eco-tourism destination through the creation of a comprehensive system where natural, archeological, cultural heritage are integrated and harmonized and typical productive activities are enhanced.

Job Summary: Under the direction of the Project Coordinator and in close cooperation with the Agro-officer, the BRAVO agro-marketing officer's role is to find a marketing strategy and hub for the organic products of BRAVO project (vegetables, eggs, poultry)

Key Duties and Responsibilities:

- set goals for market share and growth develop and implement appropriate strategies by selecting, segmenting and targeting markets, and promoting products and services to those markets
- make decisions regarding products, such as choosing labels or packaging
- work on developing new products
- determine an approach to pricing and set prices for products and services
- manage distribution channels such as shops and wholesalers
- make decisions regarding the distribution of products (such as taking orders, warehousing, stock control and transport), manage store image or undertake direct marketing
- develop plans for advertising, sales promotion, public relations, personal selling and sales management
- organic agricultural products (vegetables, eggs,..)
- undertake marketing audits to monitor sales performance.

Qualifications, Skills and Experience:

- Relevant professional experience in the field
- Must be available to work outside of regular business hours
- Sound knowledge of English and Arabic
- able to analyse and interpret information
- creativity
- very good communication skills
- good organisational skills
- able to work independently or as part of a team.
- Professional appearance and demeanor.
- Must keep information confidential

To Apply:



Send your resume, cover letter, to Cettina Di Natale before the **30th of March 2015** at:

hr.mais.eg@gmail.com indicating in the email object: **BRAVO Agro Marketing Officer Position**

The potential candidates will be contacted by email or phone call at least after a week of receiving the CV.