

Environment and Sustainable Development Unit

Terms of Reference

Marketing Data analyst Consultant

Marketing Data analyst Expert

The Environment & Sustainable Development Unit (ESDU) at the Faculty of Agricultural and Food Sciences (FAFS) of the American University of Beirut is an inter-disciplinary research and development center specialized in rural community development, local food systems and sustainable agriculture. For more than 20 years, ESDU has been promoting through large community development projects sustainable rural livelihoods all over Lebanon. The Unit focuses on participatory development and capacity building through knowledge management and sharing, appropriate technologies, and impact analysis with particular attention to smallholder farmers, women and youth in the rural areas. ESDU is currently implementing in partnership with Concern Worldwide and LARI “Value Chains for Improved Socio-Economic Well-Being of Syrian Refugees and Lebanese Host Communities” project in Akkar and Dannieh to promote the capacities of Lebanese and Syrian refugees, enhance their skills and support their access to income generating activities in a protective environment while addressing two main value chains, Herbs and Dairy. The project is funded by The Bureau of Population, Refugees, and Migration (PRM).

ESDU is seeking to recruit one full-time marketing data analyst consultant with an extensive experience on marketing. He/she shall monitor the progress of marketing activities within the project. He/she will be based in Beirut and will directly coordinate with ESDU project coordinator.

Scope of Work

The Marketing data analyst consultant will be primarily responsible of the following activities:

- Oversee the creation of market linkages
- Oversee the linkage of the 19 entities to the existing marketing platforms.
- Support in data collection and record keeping of marketing activities.
- Ensure the linkage of the 19 entities to the existing market platforms (Food and Roots/Akletna).
- Support in the organization of marketing events.
- Conduct weekly team meetings.
- Identify and report risks and recommend mitigation measures for marketing activities.
- Ensure successful implementation of planned milestones, identify success stories and highlight challenges.

- Monitor and evaluate efficiency of marketing activities within the project.

Essential Minimum Qualifications

- A university degree in food sciences, agriculture or relevant fields
- Minimum 5 years of previous job experience relevant to the function or a related field
- Knowledge of food processing best practices
- Experience working with local communities
- Excellent communication skills
- Excellent knowledge of Arabic and English languages
- Good reporting skills

Period

- From July 15 2022 till September 29 2022

How to Apply

- Deadline to submit CV: June 30, 2022
- Interested candidates should send their CV to: esdu@aub.edu.lb