

Environment and Sustainable Development Unit

Terms of Reference

Marketing Consultant

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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 three Marketing Consultants with an experience on dairy and herbs marketing. He/she shall lead the marketing activities, conduct a marketing assessment, and develop relevant marketing plans. He/she directly coordinates with ESDU project coordinator.

Scope of Work

The Marketing Consultants will be primarily responsible of the following activities:

- Facilitate the creation of market linkages (on-line marketing, linking suppliers with niche markets/shops / farmers' markets).
- Coordinate with partners and supervise coaching and Business Development sessions while conducting at least 10 monitoring sessions per consultant.
- Conduct visits to the North when needed to define products with market potentials.
- Develop marketing strategies for 10 business and facilitate market linkages accordingly while ensuring at least three visits per entity.

- Assist in closely monitoring prices of key commodities and supply chains to allow for adjustment if necessary.
- Coordinate with the Food Innovative Consultant who will be leading the production of innovative products and conduct a market assessment to evaluate the new products' market potential and consumers' satisfaction.
- Ensure the linkage of the 30 entities to the existing marketing platforms.
- Support the upgrading of the existing marketing platforms.
- Conduct weekly team meetings.
- Develop and submit marketing reports as and when required.
- Relocate or face a longer commute as and when required.

Essential Minimum Qualifications

- A university degree in Marketing or relevant fields
- Minimum 5 years of previous job experience relevant to the function or a related field
- Experience in marketing of dairy and aromatic herbs products
- Excellent communication skills
- Excellent knowledge of Arabic and English languages
- Good reporting skills

Period

- From 1 February 2022 to September 29 2022

How to Apply

- Deadline to submit CV: January 17, 2021
- Interested candidates should send their CV to: esdu@aub.edu.lb