

# 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.

The Women Economic Participation (WEP) project is funded by the government of Canada through UNDPs and aims to economically empower Lebanese and Syrian refugee women in Lebanon through long-term capacity building activities, focusing on supporting individuals and Coops/SMEs/Start-Ups. This project is being implemented in the Bekaa and the South by ESDU in partnership with ACTED, DOT, and ABAAD. In light of the current socio-economic crisis, this project aims at strengthening women's resilience by addressing the main gaps in the targeted value chains (fruits, vegetables & aromatics; handicraft; rural tourism; and freekeh). This is achieved through improving access to secure and sustainable incomes and livelihoods, as well as enhancing the capacities of stakeholders at institutional and community level to recognize women's specific needs and enact/support policy change to address them.

Within WEP, ESDU is seeking to recruit a Marketing Consultant with experience in marketing Agricultural and Agrofood products. He/she shall support WEP's marketing activities, conduct a marketing assessment, and develop relevant marketing plans for the targeted coops/SMEs. He/She shall conduct onsite visits for a total of 15 cooperatives and SMEs located in the Bekaa and the South. He/she directly coordinates with ESDU project coordinator.

#### Scope of Work

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

- Assess the marketing strategies of the 15 targeted coops/SMEs and upgrade them or develop new strategies (in case the entities lacked relevant strategies) and set individual plans with each entity to ensure increased sales of products developed by the entities
- Assess the access to markets readiness and create marketing strategies for 15 coops ensuring each coop is at least linked to one new market channel through regular visits to each coop (at least 2 visits per coop)
- Guide each of the 15 entities in identifying their star products
- Conduct a market assessment addressing Food and Roots brand's needs.

### **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 locally produced food products
- Experience in product development would be a plus
- Excellent communication skills
- Excellent knowledge of Arabic and English languages
- Good reporting skills

### **Period**

- 3 months from February to April

### **How to Apply**

- Deadline to submit CV: January 23, 2021
- Interested candidates should send their CV to: [esdu@aub.edu.lb](mailto:esdu@aub.edu.lb)