

**Tarayana Rural Crafts
Tarayana Foundation**

Position Title

Marketing Officer

Supervisor

TRC Manager/ Secretary General

Responsibilities and Duties:

Under the overall guidance and direct supervision of the Secretary General and Board of Directors, the Marketing Officer will coordinate & provide support to the effective and efficient management of the marketing of the rural craft products produced by the communities of the Foundation through a range of actions:

Strategic Tasks:

- Initiate market research/ studies to identify potential markets for products and services and identify new products
- Identify & promote profitable business linkages for the producer groups supported by the Foundation
- Identify and pursue market opportunities locally & externally to improve market access for the rural craft products
- Gather and compile market information; organize interactive programs to disseminate market information
- Develop a sustainability plan – with clear action plan on how & when the rural crafts will sustain on its own
- Develop marketing & branding strategies for rural craft products

Operational Tasks:

- Develop an efficient inventory system for the products & implement in all the sales outlets
- Oversee and monitor sales at the different outlets & produce monthly/quarterly/yearly sales reports
- Be responsible for the management of the accounts & finances of the rural crafts & produce monthly/quarterly/ yearly financial reports
- Develop a working capital management guideline for the operations and management of the enterprise
- Work with Production team, & producer groups in the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services. Select products to be displayed at trade exhibitions or special production shows.
- Consult with buying personnel to gain advice regarding the types of products or services expected to be in demand.
- Promote actively the rural craft products in relevant meetings & visits
- Develop, promote & maintain partnerships with government, media, relevant stakeholders, and private sector, etc.

Competencies

- Demonstrates commitment to Tarayana Foundation's mission and objectives.
- Exerts strict adherence to rules, regulations and procedures.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Shares knowledge and experiences
- Actively works towards continuing personal learning, acts on learning plan and applies new acquired skills
- Ability to perform a variety of specialized tasks related to communications and marketing
- Ability to establish and maintain contacts with operational-level officials
- Excellent interpersonal skills and ability to travel to various regions are essential part of the job

Experience/ Qualification Requirements:

The minimum requirement is Bachelors in Business Administration/ Bachelors in Commerce, preferable with marketing specialization. Candidates with MBA will be given preference.

Additional experiences working with similar organizations in development of marketing strategies and marketing actions will be an added advantage.

Experience in the usage of computers and office software packages (MS Word, Excel etc)

Salary Scale

- Nu.18, 000 during probabation period (6 months)
- Nu. 22,000 after probabation
- Entitled to 8% PF after one year's service
- Contract renewal on a annual basis