



Enabling prosperity

IDE is a world leader in practical, market-based solutions to rural poverty. We are looking for smart, talented, and motivated Cambodians to join our expanding team.

Market Facilitator

Responsibilities » Siem Reap bases value chain project ♦ develop marketing strategies for CADF value chain intervention ♦ disseminate market information to farmers ♦ supervise farmers in linking product to market ♦ coordinate training, exposure visit, field day, and other events ♦ design and implement promotional marketing campaigns.

Qualifications »

♦ Degree in business or related field ♦ 5+ years relevant work experiences ♦ strong understanding of marketing principles and practice ♦ facilitation skills ♦ computer skills (Ms. Office) ♦ strong English and Khmer communication skills ♦ technical writing for preparing marketing plans and report ♦ positive team attitude ♦ leadership qualities.

Candidates who residence and work experience in above target areas and women are strongly encouraged to apply



IDE

Please send CV and cover letter to:

IDE | Cambodia / CADF

PO Box 93243, Siem Reap

Or by e-mail to chanlen@cadf-angkor.info

Closing date: Friday, 13 August 2010
Only short-listed applicants will be notified
www.ide-cambodia.org

POSITION DESCRIPTION

POSITION TITLE	Market Facilitator
PROJECT OR DIVISION	Cambodia Agribusiness Development Facility (CADF)
REPORTS TO	CADF Team Leader
LOCATION	Based in Siem Reap with day trips, overnight travel, and extended stays in rural areas of Banteay Meanchey and Siem Reap. Occasional travel to Phnom Penh and other IDE locations as required.

PURPOSE

This position is responsible for develop and maintain IDE’s CADF project strategies for supporting small and medium farmers to meet organizational objectives.

RELATIONSHIPS

(Reporting, collaboration, and supervision relationships may change over time with the addition or departure of staff or changes in organizational structure.)

- Reports to the CADF Team Leader
- Work and collaborate closely with CADF project staff, FASCO-FBA, Marketing and M&E to design marketing strategies and implement activities.
- Keep disseminate with IDE’s Team to share information of research and analysis.

RESPONSIBILITIES

(The scope and emphasis of the position responsibilities may change over time: new responsibilities may be added and existing ones dropped or modified as required.)

MAJOR

- Develop marketing strategies for CADF value chain interventions.
- Perform assessment of profitability of new market opportunities for farmers.
- Design and implement promotional marketing campaigns, including production of promotional materials and media booking.
- Link and strengthen products to market through building relationship producers to collectors, wholesalers, retailers and consumers.
- Research and gathering marketing information related to value chain development then advice and disseminate it to CADF’s clients.
- Manage outsourcing of specific tasks to marketing consulting firms
- Develop manual for farmers to record bookkeeping.
- Motivate and maintain farmers in recording bookkeeping.
- Collaborate to select farmers to join meetings, forums, trainings, exposure missions and events.
- Collaborate and follow up field activities with CADF team to accurate data collection if necessary.

- Ensure the marketing strategies is implemented and accomplished by deadlines within the fulfill results.
- Perform other tasks and duties as and when required.
- Working with relevant partners including service providers, private sectors, Provincial Department of Agriculture (PDA), and other NGOs and government.

OTHER

- Develop a good understanding of IDE-Cambodia’s and IDE-International’s development approach.
- Represent IDE in communications with clients, partners, donors, the public and others as required.
- Participate in weekly CADF staff meetings.

REQUIREMENTS

(Candidate must be well organized, able to work independently, skilled at handling multiple tasks, able to meet deadlines and work in stressful situations and willing to travel and overnight in the fields.)

MINIMUM QUALIFICATIONS AND SKILLS

- Business or related degree
- 5 years relevant experience
- Strong understanding of marketing principles and practice
- Strong English and Khmer communication skills (written and spoken)
- Technical writing skills for preparing marketing plans and reports
- Analytical skills to translate field data into useful action plans
- Work planning, organisation, and financial control
- Intermediate to advanced computer abilities with MS Office, email, and databases

PERSONAL ATTRIBUTES

- Positive team attitude
- Customer service focus (internal customers)
- Creativity and ‘out of the box’ thinking
- Strong desire to see results from your work
- Persistence to overcome obstacles and reach goals
- A proactive contributor, initiator and communicator
- Trustworthy, honest, and ethical
- Willing to learn new ways of doing things
- Understands and embraces IDE’s core values

APPROVALS

	Incumbent (if currently occupied)	Supervisor	Country Director or Human Resources Manager
Name			
Title			
Signature			
Date			