



### ***Fighting Rural Poverty with Profit***

**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

#### **Agricultural Marketing Coordinator**

*Responsibilities* » Phnom Penh based ♦ prepare marketing plans for IDE's Farm Business Advisor network ♦ design and conduct market research ♦ design and implement social marketing campaigns ♦ develop and strengthen distribution chains ♦ connect Farm Business Advisor network to improved market information sources

*Qualifications* » Degree in business or related field ♦ 5+ years relevant experience ♦ private sector experience ♦ strong English and Khmer communication skills ♦ creativity ♦ positive team attitude ♦ leadership qualities

#### **Women are encouraged to apply**



Please send CV and cover letter to:  
IDE | Cambodia  
PO Box 1577, Phnom Penh  
Or by e-mail to [info@ide-cambodia.org](mailto:info@ide-cambodia.org)

Closing date: Friday, 12 March 2010  
[www.ide-cambodia.org](http://www.ide-cambodia.org)

# POSITION DESCRIPTION

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<b>POSITION TITLE</b>	Agricultural Marketing Coordinator
<b>PROJECT OR DIVISION</b>	Agriculture
<b>REPORTS TO</b>	FASCO General Manager
<b>LOCATION</b>	Based in Phnom Penh with frequent travel to rural areas

## **PURPOSE**

The Agricultural Marketing Coordinator supports IDE's goals and mission by developing and implementing marketing plans and activities for the Farm Business Advisor enterprise.

## **RELATIONSHIPS**

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

- Reports directly to and is supervised by the General Manager.
- Advises and Collaborates with Sales and Field Managers on marketing related issues
- May supervise Marketing Officers and Interns

## **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 strategy for the Farm Business Advisor enterprise
- Design and conduct market/consumer research.
- Develop and strengthen distribution chains for products/services promoted by Farm Business Advisors
- Build and manage brand identity for the Farm Business Advisor enterprise
- Design and implement promotional marketing campaigns, including production of promotional materials.
- Contribute to business skills training for Farm Business Advisors
- Develop systems for linking Farm Business Advisors with up-to-date market information

## **OTHER**

- Develop a good understanding of IDE Cambodia's development approach
- Develop a good understanding of all current IDE projects and programs.
- Represent IDE in communications with clients, partners, donors, the public and others as authorized.

**REQUIREMENTS**

**QUALIFICATIONS AND SKILLS**

- Business or related degree
- 5 years relevant experience in private sector
- Strong understanding of marketing principles and practice
- Strong English and Khmer communication skills (written and spoken)
- Technical writing skills for preparing marketing plans, reports, and briefs
- Analytical skills to translate research results into action plans
- Work planning and organisation
- Management of sub-contractor and vendor relationships
- Financial control
- Intermediate to advanced computer abilities with MS Office, Graphics , e-mail, and Internet

**PERSONAL ATTRIBUTES**

- Positive team attitude
- Customer service focus (internal and external customers)
- Strong interpersonal skills
- Creativity
- 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)	First Level Supervisor	Second Level Supervisor
Name			
Title			
Signature			
Date			