



## **OPEN POSITION**

The Lutheran World Federation (LWF) is part of the Lutheran World Federation Department for World Service (LWF-DWS), an international humanitarian and development agency. LWF Uganda works to reduce people's vulnerability, supporting them to realize their potential, to build on their assets, and to respond to their own problems and needs. LWF Uganda is currently operating in Pader, Kitgum, Lamwo, Adjumani, Moyo, Luuka, Kamwenge, Hoima and Kampala Districts: Please check [uganda.lutheranworldworld.org](http://uganda.lutheranworldworld.org) for more details.

**Job Title:** Marketing Officer – **SAVE Project**  
**Duty Station:** Kitgum/Pader Sub Programs with regular travel to Kampala  
**Reports to:** Project Manager

### **Background**

The Lutheran World Federation received funds from the European Union and Church of Sweden to implement a 3-year initiative entitled Shea nut Access and Value Addition Enhancement Project (SAVE) in the Northern Uganda in districts including; Kitgum, Pader, Agago, and Lamwo.

The overall objective of the project is to contribute to the development of green jobs for women and youth along the Shea Nut Value Chain (SNVC) and in apiary in Northern Uganda to improve their standard of living.

LWF Uganda is looking for a mature, qualified and experienced person to fill the position of **Marketing Officer** for the SAVE Project.

### **The position**

The role of the Marketing Officer is to provide technical support to the project in the area of marketing with keen focus on developing marketing strategies, creating positive and productive linkages between Shea Nut Growers and the market, growing revenue/incomes from Shea Nut Products and Apiary.

This function will ensure that product development is aligned to the consumer needs and consequently the market needs.

### **Duties and Responsibilities**

#### **Planning and Coordination**

- In close collaboration with the project team and selected Micro and Small Enterprises and Eco Entrepreneur Associations establish a clear marketing strategy to promote Shea Nut and Apiary products in new or in existing markets.
- Work with project staff, implementing partners and other stakeholders to identify the value propositions and develop key selling points for the Shea nut and apiary products and go-to-market plan.
- Develop strategic marketing approaches and oversee its implementation to achieve set objectives and targets.
- Conduct market research to identify opportunities for promotion and growth for Shea Nut and Apiary Products.
- Take lead in market research and product development; work closely with research institutes and other product developers and ensure that farmers are well empowered to partake on these developments.
- Facilitate the participation of Shea nut/ apiary farmers in agribusiness tradeshow and exhibitions whenever there is an opportunity to showcase products in the market.

**Marketing, Communication and Publicity:**

- Plan and organize routine marketing events, advertising and promotional activities for Shea and honey products through a variety of media platform to showcase the different products.
- Ensure that all farmers acquire necessary certification to enable their product reach a wide market base.
- Prepare content and publication materials such as newsletters, factsheets and brochures and oversee their circulation to internal and external audiences.
- Provide technical insights and oversee the development and operationalisation of the digital mobile marketing platform.
- Ensure the development of in-product messaging in the digital marketing system to promote relevant features to all users within the mobile app
- Updating the mobile application platform and others social media platforms such as Facebook and Twitter accounts with info on product availability, refinements and accesses.
- Provide statistics on market trends highlighting gaps, opportunities, sales, production and any related information to inform decision making.

**Public Relations and advertising:**

- Proactively searching out information for public relation purposes and work as the PR focal person for the project.
- Liaise with, and provide information to the media and arrange interviews with farmer groups and project staff where necessary.
- Production of documentaries with a library and arranging external photo shoots and filming at production and market levels to inform the buyers on the processing and quality of available products.
- Oversee the proofreading, copy writing, editing copy and information collection in relation to the products.

**Market analysis planning and Intelligence:**

- Plan and conduct market researches and coordinate implementation and share findings.
- Coordinate the products marketing plans by gathering market intelligence, analyse results in relation to planned marketing strategies highlighted the expected risks and options.
- Gather information on both substitutes and complementary products in the market and advice on opportunities to refine products to compete in the markets.

**Required Qualifications, Skills & Competencies**

- Bachelor's Degree in Marketing, Agribusiness Management and any other marketing related discipline.
- Possession of a Master's Degree in Business Administration with specialisation in marketing will be an added advantage.
- At least 5 years working experience in marketing from an International Not for profit organisation is highly desirable.
- Good knowledge and experience in marketing of agribusiness products
- Knowledge of current market trends and dynamics most especially in the agribusiness sector.
- Demonstrated ability to network with key value chain actors both at the local, national and international level.
- Excellent written and verbal communication and interpersonal skills with strong command of English.
- Ability to speak multiple local languages preferably Luo will be an added advantage

**Application Procedure:**

Applications (motivation letter and detailed curriculum vitae in English), with the names and email addresses of three persons who know the applicant professionally, should be sent by **Monday 22<sup>nd</sup> October 2018** to: Email: [recruitment@lwf.or.ug](mailto:recruitment@lwf.or.ug). **Please do not include certificates for education, trainings, etc. Please use the title of the job you are applying for as the subject line.**

Hand delivered applications can also be sent to our Offices in Kampala. Please indicate the position you have applied for on the top of the parcel addressed to:

**The Human Resource Manager**

**Lutheran World Federation**

**Plot 1401, Ggaba, Road after the American Embassy**

**P. O. Box 5827**

**Kampala, Uganda.**

*LWF/DWS is an equal opportunity employer, irrespective of gender, race or religious affiliation. Female candidates possessing the above requirements are encouraged to apply. LWF/DWS is a signatory to the Code of Conduct for humanitarian agencies. Our recruitment and selection procedures reflect the organization's commitment to the prevention of abuse and exploitation of beneficiaries.*

**Only short-listed candidates will be contacted**