



The **USAID Agribusiness Project** is seeking for a long-term

Sales and Marketing Director

Level of Effort: until project close-out expected in September 2012

Background

The Serbian agricultural sector has great potential for rapid growth but producers and processors need technical assistance and training if they are to meet market requirements regarding the volume, quality, and cost of production. To realize this potential, for both the domestic and export markets, the USAID Serbia Agribusiness Project will strengthen capacity of client processing firms to expand their penetration of these markets and to link these firms with farmer suppliers to form efficient, market-driven value chains. The Project is designed to stimulate growth in Serbia's agribusiness sector, which will contribute to achieving sustained, broad-based economic growth for the nation. The technical approach is to build capacity to increase processor productivity, cost competitiveness, and production management, while at the same time building market development capacity to tie Serbia's agricultural production to market opportunities.

The primary role of the Marketing Director will be to manage the overall efforts of the Marketing & Sales function within the Agribusiness Project's program, and to work with the Sector Leads to provide relevant marketing related assistance to Project clients. The Marketing Director will focus his/her activities on individual Project clients, and in particular clients from southern Serbia, to ensure that they develop the marketing & sales skills and abilities that they will need to continue to effectively market their products domestically, and internationally. The Marketing Director will be an employee of **Booz|Allen|Hamilton** which is a sub - contractor on the Serbia USAID Agribusiness Project.

Specific Tasks for the Marketing Director:

- Develop marketing and export strategies for selected sectors
- Build capacity with local producers and processors
- Facilitate and coordinate trade shows and fairs
- Develop technical assistance and training to organizations on business negotiations
- Support organizations in developing strategies and investment plans for profitability sourcing and marketing producer organizations
- Advise producers/producer organizations on marketing, including formation of business linkages and associations
- Manage the preparation and execution of the Culinaria food shows
- Ensure substantial involvement and participation of other donors
- Ensure full coordination of Marketing and Sales with all other project components
- Other duties as assigned by Chief of Party and Booz Allen Home Office.

Qualifications:

- Master's degree and relevant work experience
- Minimum 5 years of experience in Marketing and Sales
- Minimum 2 years of experience with internationally donor funded projects
- Excellent knowledge of Microsoft Office package
- Excellent speaking, reading and writing skills in English

Reporting: The Marketing and Sales Director will take direction from, and report directly to the Operations Director. The Marketing and Sales Director will also keep the Chief of Party and the Operations Coordinator informed of Marketing team activities and events on a regular basis.

Please send you CVs to office@agrobiznis.net by COB July 20, 2011