



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

## **Marketing Advisor**

Level of Effort: July 1, 2011 – September 30, 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 Advisor will be to support the overall efforts of the Marketing & Sales function within the Agribusiness Project's program, to assist the Marketing Director in the implementation of the program, and to work with the Sector Leads to provide relevant marketing related assistance to Project clients. The Marketing Advisor will focus his/her activities on individual Project clients, and in particular clients from southern Serbia, to insure 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 Advisor will be an employee of **Booz|Allen|Hamilton** which is a sub - contractor on the Serbia USAID Agribusiness Project.

### **Specific Tasks for the Marketing Advisor:**

#### Tasks related to the organization of Culinaria 2011:

- The Marketing Advisor will have the primary responsibility for assessing, selecting, and preparing firms from southern Serbia that will exhibit at Culinaria 2011.
- The Advisor will review the lists of recommended companies provided by the training contractors and prepare a list of prospective companies for inclusion in Culinaria 2011.
- The Advisor will prepare a check-list for the companies to be included at Culinaria 2011 which will list all the factors that the companies need to be prepared in before they can participate.
- The Advisor will visit each prospective company individually and assess their appropriateness for inclusion in Culinaria, and their readiness to effectively participate in the fair.
- Based on the list provided by the training contractors, and the individual firm assessments the Advisor will prepare a list of those firms to be supported for Culinaria 2011.
- Based on the individual firm assessments the Advisor will categorize the firms to be supported and prepare a plan to assist those firms that are judged to not be ready for Culinaria.
- The Advisor will implement the assistance plan for the firms judged not ready, and insure that these firms become ready for the trade show so they can effectively participate.

#### Tasks to be undertaken following Culinaria 2011:

- Following Culinaria 2011 the Advisor will conduct an informal survey of the Agribusiness Project client firms that participated and assess the impact of the fair on the clients.
- The Advisor will continue to work with the new firms that participated at Culinaria, with the goal of preparing them for participation at international trade shows and other events.
- The Advisor will assist the Project's marketing consultant to design and implement assistance activities focused on ABDS providers in the marketing & design field.
- The Advisor will assist the Marketing Director, and work with the Sector Leads, to organize and facilitate inward buyer visits to insure that they are successful and effective for the clients.
- The Advisor will work with grantees within the Marketing & Packaging grant program to insure they effectively carry out their grant program and provide the documentation necessary.
- The Advisor will work with the Marketing Director, and the Sector Leads, to design and organize regional trade missions for client firms to visit markets within the Balkan region.

#### Other M&S tasks for the Marketing Advisor:

- Identify and work with Serbian AgriBusiness Development Service (ABDS) providers to build local technical capacity in marketing, branding, and export development.
- Conduct and/or manage training sessions for client food processors on marketing related topics, such as customer relations, contract negotiations, and other marketing & export topics.
- Serve as the primary point of contact for buyer inquiries, collecting relevant information from buyers and disseminating it to selected Project clients, in cooperation with Sector Leads.
- Provide advice and assistance on marketing strategies and activities to be implemented by the Project through Year Five, through to the end of the Project in September 2012.
- Assist the Marketing Director to ensure that Marketing & Sales plans and activities and events are communicated to, and coordinated with, the relevant Sector Leads.
- Maintain relationships with government institutions, international organizations, and other projects supporting the Serbian agricultural and food processing industries.
- Maintain contact with, and assure continued good relations with, key agricultural and agribusiness sector private stakeholders.
- Implement other duties and activities as may be assigned by the Chief of Party, the Deputy Chief of Party, and the Marketing Director.

#### **Qualifications:**

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

**Reporting:** The Marketing Advisor will take direction from, and report directly to, the Marketing Director. The Marketing Advisor will also keep the Chief of Party, the Deputy 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](mailto:office@agrobiznis.net) by COB July 8, 2011