



## JOB DESCRIPTION

<b>JOB TITLE:</b> Marketing Coordinator
<b>LOCATION:</b> NAIROBI
<b>FAIRTRADE AFRICA PURPOSE:</b> To improve the socio-economic conditions of African Fairtrade producers through increased access to better trading conditions.
<p><b>REPORTING LINES</b></p> <p><b>Post holder reports to:</b> Director</p> <p><b>Staff reporting to this post:</b> None</p>
<b>1. BUDGET RESPONSIBILITY:</b> Yes
<b>2 Main Purpose of Job</b>
<p>To support and facilitate the fulfilment of FTA strategy implementation through the development and implementation of appropriate marketing, brand and partnership strategies and plans that enable the empowerment, participation and beneficiation of Fairtrade certified farmers and workers through trade, with a focus on South to South trade and value addition.</p>
<p><b>3 Key Performance Areas</b></p> <p><b>3.1 MAPPING</b></p> <p>Producers have started to process and add value to their certified products as well as alternative products for the local markets. Mapping of what is being done where needs to be done as a first step</p> <p><b>Key Deliverables:</b></p> <p>Product Mapping – understanding of the variety and stages of value addition in both certified and non-certified products being undertaken by Fairtrade certified producers.</p> <ul style="list-style-type: none"> <li>(i) Database of producers and value added products</li> <li>(ii) Current routes to market of value added products</li> <li>(iii) Value in dollar terms of products sold through the various routes to market. Starting with 2017.</li> </ul> <p>Producer Readiness - Those who are already adding value and others with ambitions to do so, need to be assessed to understand the size of market they can supply.</p> <ul style="list-style-type: none"> <li>(i) Sustainability of supply</li> <li>(ii) Assessment of market readiness and business and marketing plans in place</li> <li>(iii) Scope Insight analysis where available</li> <li>(iv) Assessment of existing business support structures e.g. MFI</li> </ul>

### **3.2. BRANDING**

Supporting producers to improve branding and packaging of their products.

Facilitate where possible the use of the FAIRTRADE mark and any other marks developed by Fairtrade Africa.

#### **Key Deliverables:**

##### Current Model

- (i) Existing Packaging – review of current product line up across the Fairtrade certified products (determine current capacity to pay)
- (ii) Review current costs incurred for branding and packaging
- (iii) Develop a Fairtrade Africa Fee for Service model relating to:
  - Branding
  - Packaging
  - Routes to market

##### New Model

Develop a Fee for Service model for Fairtrade Africa, where the brand is producer owned, vis a vis a brand that is not.

#### **Key Deliverables:**

- (i) Review alternative licensing models
- (ii) Develop and cost out Fairtrade Africa's own licensing model for Producer Owned brands as well as other brand owners.
- (iii) Pilot the Fairtrade Africa licensing model

### **3.3 CONSUMER MESSAGING**

Understanding what resonates with the African consumer and being aware that different markets need a different message

#### **Key Deliverables:**

- (i) Identification of pilot products
- (ii) Identification of pilot countries
- (iii) Create brand messages for the target consumers
- (iv) Create campaigns for increasing consumer awareness and consumption of Fairtrade products in the identified pilot countries.

### **3.4 PARTNERSHIPS**

#### **Key Deliverables:**

- (i) Mapping of continental, regional and national trade platforms for purposes of trade facilitation in identified target countries/blocs.
- (ii) Lead and manage processes for developing the FTA brand awareness and marketing strategy at national level in the identified pilot countries including chambers of commerce and trade support ministries.
- (iii) Support Fairtrade Africa secretariat with partnership development with regional trade bodies in the identified pilot regions.
- (iv) Support regional teams in developing brand marketing and brand partnerships for the regions to raise awareness of Fairtrade and the work of Fairtrade Africa in particular with a focus on South to South trade.
- (v) Participate in global marketing and brand partnership initiatives that relate to the prioritised processes such as Offer to Business and Brand Architecture within the Fairtrade system where possible.

#### **Fairtrade Africa**

Westcom Point | Block C, 6<sup>th</sup> Floor | Mahiga Mairu Road | Westlands | P. O. Box 3308-00200 | Nairobi, Kenya |

Tel : (+254) 020 2721930, +254 2667 669 Email: [info@fairtradeafrica.net](mailto:info@fairtradeafrica.net)

[www.fairtradeafrica.net](http://www.fairtradeafrica.net)

### 3.5 Trade Fairs and Events

#### Key Deliverables:

- (i) Keep upto date with national, regional and international trade fairs and ensure that producers are informed and supported to attend.
- (ii) Organise the African Fairtrade Convention that brings together producers and other actors in the supply chain.

## 4 Skills and Knowledge Job Demands

### 4.1 Minimum Academic Requirement

Bachelor's Degree. Master's Degree in marketing, agri-business, social sciences or other related Masters programme.

### 4.2 Minimum Years of Relevant Experience

- At least 5 years' experience in marketing and/or social development in a similar environment

## 5 Knowledge of Systems and Procedures

- Knowledge and experience in FMCG in Africa
- Understanding of markets and brand awareness
- Knowledge of social and economic rights

## 6 Communication demands and Competencies

- Position demands high level presentation and writing skills
- Good organisational skills
- Strong communication skills
- Project management skills
- Ability to engage at all levels

This job description is intended as a guide and should not be viewed as an inflexible specification as it may be varied from time to time in the light of strategic developments following discussion with the post holder. The post holder will be expected to work to agreed objectives, which should facilitate achievements of the key responsibilities in accordance with the Performance Review Process.

### APPLICATION DEADLINE 22<sup>nd</sup> November 2018

An application form (CVs will not be accepted) can be found on the jobs and volunteering page of our website <http://www.fairtradeafrica.net/about-us/jobs-and-volunteering/>. Completed applications should be **saved in the applicant's name**, and the position **Marketing Coordinator**. All applicants should state how they meet essential requirements of the post and include their email address, telephone contacts and three referees with contact details on the application form and email to [recruitments@fairtradeafrica.net](mailto:recruitments@fairtradeafrica.net). If you have any queries, please call +254202721930 and ask to speak to a member of the HR team. Qualified applicants will be subjected to background checks as condition of employment.

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