
JOB DESCRIPTION

BUSINESS DEVELOPMENT AND MARKETING SPECIALIST

1. Position Summary:

Position title:	Business Development & Marketing Specialist for the SCALE Project
Direct Supervisor	Project Manager
Duty station:	Yangon with frequent travel to operational areas in the Delta and Dry Zone and possible travel to Cambodia

2. Purposes:

Under the direct supervision of the Project Manager, the Business Development and Marketing Specialist will contribute strategically to GERES Myanmar's (GMM) portfolio¹ by:

- Serving as a business development technical specialist by undertaking business development analysis, value chain analysis, capacity building of local business associations, enterprise business planning and financial projections, and entrepreneurship capacity building and training;
- Supporting social marketing and promotion efforts of local private sector in accordance with a market facilitation approach.

3. Main Responsibilities:

Areas of responsibilities	Specific Activities
Business Development (80%)	Design and implement interventions rooted in analysis and research leading to enterprise and business association strengthening, internal business process improvements, and the creation of inclusive value chains, among others.
	Lead the design, planning, and implementation of activities that seek to strengthen and ensure the financial autonomy of business associations within GMM's portfolio of projects.

¹ Note: This list is not exhaustive of all responsibilities that can come under the position of the Business Development and Marketing Specialist

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The SCALE Project is funded by the European Union, and implemented by GERES in cooperation with the Ministry of Environmental Conservation and Forestry of the Republic of the Union of Myanmar, EverGreen Group, ENERGIA, Improved Cookstove Producers and Distributors Association of Cambodia, and Mercy Corps.

	<p>Support local private sector actors (producers, distributors, wholesalers and retailers) to establish sustainable business associations and/or integrate into existing association bodies to promote more transparent and equitable system of market transactions and to facilitate the long-term sustainability of GMM's actions by transferring capacity to such local entities.</p>
	<p>Independently utilize business tools such as the business canvas and value chain diagrams with metrics to analyze and design improved business models, business planning, and financial projections for local private sector target groups.</p>
	<p>Participate in conducting assessments of key constraints in value chains targeted within GMM's portfolio of projects and propose recommendations and interventions to foster the creation of sustainable and inclusive value chains.</p>
	<p>Design and deliver tailored, practical, and participatory entrepreneurship trainings based on root causes identified through analysis and research as impeding the growth and development of local private sector in the areas of GMM's interventions.</p> <p>Trainings could span from basic business planning and financial projections for micro-enterprises to more advanced trainings for small-enterprises and business associations on business start-up (logistics, procurement etc.), operations management, and accounting among others.</p>
	<p>Identify and lead partnership development opportunities with private and social sector entities ranging from partner NGOs, micro-finance organizations, and social investors as relevant to the implementation of business development activities within GMM's portfolio of projects.</p>
	<p>Stay abreast of the changing private sector development landscape in Myanmar and in the region as relevant to the implementation of business development activities in GMM's portfolio of projects and in collaboration with the Project Manager, prepare and deliver internal trainings to build the capacity of GMM in local and regional private sector development.</p>
	<p>Produce written reports to fulfill donor requirements and/or transfer knowledge internally on private sector development components of GMM projects.</p>
<p>Marketing and Promotions (20%)</p>	<p>Conduct field studies and other practical research to increase GMM's and projects' knowledge on the local market and product positioning, and to improve understanding of the different targets and positioning of the products/services on the local market.</p> <p>Based on this analysis, lead the development of adapted strategies of field marketing and promotional activities for GMM's portfolio of projects that are realistic to the context and business models of local enterprises.</p> <p>In a team setting, create tailored communication tools to support awareness raising and promotional activities for the projects.</p> <p>As needed, oversee the design and printing process of communication and marketing tools to include coordinating with suppliers until delivery of the final output.</p>

4. Qualifications:

Experience	<ul style="list-style-type: none">• A minimum of 5 years of experience with entrepreneurship, local private sector development in Myanmar, inclusive value chain approaches, social marketing and promotions, and market facilitation principles.• Experience in participatory approaches, community development, and training is a strong plus.
Education & Training	<ul style="list-style-type: none">• Desirable Bachelor's degree in business administration, business development, economics or other related field;• Proven experience working with micro- and small-enterprises in a capacity building relationship or directly managing enterprises is strongly preferred;• Demonstrated experience in social marketing, promotions, and finance for development is desirable.
Skills	<ul style="list-style-type: none">• Strong planning, management, organizational and interpersonal skills including influencing, negotiation and cross cultural skills;• Working communication skills and command of English;• High business aptitude and acumen particularly for inclusive business principles;• Able to engage, connect and develop a strong relationship with local private sector and target groups of GERES' portfolio of projects;• Proficient in working with Microsoft Office (MS Excel, MS Word, MS Outlook, MS Project).
Personal Qualities	<ul style="list-style-type: none">• Myanmar national;• Ability to be highly independent in task• Highly proactive, demonstrating initiative to solve issues and propose solutions as relevant.• Committed to GERES' values and mission;• Able to work in a team as well as individually;• Shows integrity and honesty;• Flexible, and willing to adapt and implement new ideas;• Commitment to sustainable development.

Interested candidates should submit a detailed Resume and Covering Letter to the attention of Daw May Mar Lwin (admin_manager@myanmarcookstoves.org) by 17:00 MMT, Friday 29th July 2016, with the following subject line: BusDev_[YOUR NAME].

Candidates are encouraged to apply as soon as possible, as selection would be made on a rolling basis.

Application from all origins, religion, gender, sexual orientation and age are encouraged to apply. Due to a high volume of applications, only short listed candidates will be contacted. If you haven't heard from us within three weeks of the vacancy closing date, you should assume your application has been unsuccessful on this occasion.