

**Heifer International Nepal**  
**Job Description**  
**Program Officer- Market Development**

**Internal Job Title:** Program Officer- Market Development  
**Position Number**  
**New or Refill:** New  
**Core position:** Yes  No   
**Salary Grade** TBD  
**Division/Dept.:** Programs/Asia  
**Dept. #/Subproject WO:**  
**Reports to:** Program Manager- Market Development  
**Supervisor POSNO:**  
**Supervisor RESNO/Name:**  
**Supervision** **Employees** Yes  No | **Volunteers** Yes  No  
**Location** TBD  
**Relocation Funds:** **Non Negotiable**  
**Travel Required** Minimum 75% Annually

Heifer International is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, gender, gender identify, sexual orientation, age, status as a protected veteran, among other things, or status as a qualified individual with disability.

**FUNCTION**

The role of the MDO will assist the Program Manager - Market Development the Heifer's project activities on connecting the producer owned cooperatives with public and private sector for post-production value additional activities to develop and operationalize viable businesses. Following the strategy of PPPP and PM-MD, MDO will explore and collaborate with different PPPs to strengthen the forward and backward linkages in both product markets and input/service market. MDo will assist on developing and managing prototypes towards upgrading the value chains and develop scale-up strategies for the wider benefit of Heifer project beneficiaries and the sub-sector growth.

**ESSENTIAL CHARACTER TRAITS:**

Highly motivated and inspirational leader, superb listener and communicator, relationship builder, energetic and positive, team builder, strives for shared vision, impact-driven and innovative, organized, having strong business acumen, pro-active, respect for procedures and norms, curious, analytical, socially sensitive, values-oriented, conviction towards holistic sustainable development.

<b>RESPONSIBILITIES (including approximate percentage effort)</b>	<b>DELIVERABLES</b>
<p><b>Leadership &amp; General (15%)</b></p> <ul style="list-style-type: none"> <li>i. Assist for enterprise, market and value chain related activities and functions</li> <li>ii. Develop market development and private/public sector engagement strategy for the project</li> <li>iii. Ensure systematic documentation of successes and lessons learnt for internal programmatic use and external sharing.</li> </ul>	<ul style="list-style-type: none"> <li>i. Develop project implementation plan development for market development component with clear timeline and deliverables</li> <li>ii. Timely delivery of milestones relating to Market Development component.</li> <li>iii. Produce periodic reports, knowledge documents</li> </ul>
<p><b>Business Development and Branding (30%)</b></p> <ul style="list-style-type: none"> <li>i. <b>Demand supply, gap, and price analysis (Market):</b> Carry out market research, value chain analysis, business venture feasibility study, stakeholders mapping, and so on for identification of viable enterprise establishment or strengthen the existing</li> <li>ii. <b>Business development and support:</b> Support to develop bankable business plans (both at start-up and growth stages) and connect with relevant financial and non-financial service providers (medium and large-scale business ventures)</li> <li>iii. <b>Branding &amp; Positioning:</b> Identify branding options Heifer farmers' products for market promotion (legal requirement, protocols to be complied, current practices etc.)</li> </ul>	<ul style="list-style-type: none"> <li>i. Prepare Market Development strategies and roll out plans and track progress periodically</li> <li>ii. Develop digital interactive platform with Product-Price Market Information System (in goat meat VC) for the use and benefit of all VC Actors and stakeholders</li> <li>iii. Identify and recommend the best suited market (promotion) strategies, pricing system for the business ventures,</li> <li>iv. Identify new businesses ventures (medium and large-scale business ventures) in the verticals of selected value chains and coach/facilitate.</li> <li>v. Provide technical assistance through formal/informal trainings, coaching, exposure, and other possible ways,</li> <li>vi. Guide, coach and facilitate the SFOs/other VC actors in the process of branding the products.</li> <li>vii. Document strategies and procedures for facilitation of branding heifer farmers' products</li> </ul>
<p><b>Develop business relationships with retailers, processors, and other market actors (forward market linkages) (35%)</b></p> <ul style="list-style-type: none"> <li>i. Facilitate multi-stakeholder consultation meetings, workshops, and business to</li> </ul>	<ul style="list-style-type: none"> <li>i. Identify potential VC actors/stakeholders (forward</li> </ul>

<p>business meetings for better market linkages,</p> <p>ii. Organize B2B Meetings with potential VC actor for stronger market linkages,</p> <p>iii. Explore public, private and producer organizations for joint initiatives to establish viable and sustainable business ventures in forward linkages of goat meat and dairy value chain (i.e. abattoirs, meat processing, dairy units, live animal market, livestock/meat transport, high quality meat outlets etc)</p>	<p>market linkages) and facilitate new ventures.</p> <p>ii. Functional relation established with market actors to overcome bottlenecks in the market system</p> <p>iii. Goat market investment plan developed and implemented on public, private, producer partnerships</p>
<p><b>Build capacity of staffs and partners (20%)</b></p> <p>i. Develop staff capacity building plan in the field of enterprise, markets and value chain</p> <p>ii. Orient, coach and follow up the concerned staffs job related functions,</p> <p>iii. Mobilize experts and mobilize as appropriate</p>	<p>i. Develop and deliver training materials/modules on various aspects or functions of enterprise, markets and value chain</p> <p>ii. Prepare manuals, briefs, guidelines, technical papers and other IEC materials related to the field of enterprise, markets and value chain</p>

**Minimum Requirements:**

- A Bachelor's degree or equivalent from a recognized university in the fields of Agriculture Economics, Business Administration, Rural Development, Enterprise Development or other related field and Minimum of three (3) years of field and technical experience with commercial sector, agribusiness development in a mix of economic growth/trade, value chain competitiveness, investment promotion, or agriculture development.
- Other job-related education and experience may be substituted for all or part of these basic requirements

**Preferred Requirements:**

- Experience in supporting and monitoring field based programs in the country.
- Proven experience in building the capacity of partner institutions to document and disseminate industry information, manage knowledge, measure progress and plan and advocate within the industry.
- Track record of building strong client and stakeholder relationships
- Ability to generate innovative solutions in work situations

**Most Critical Proficiencies:**

- Clear understanding of the goat value chain.
- Innovative, analytical, and solutions oriented.
- Knowledge of enterprise development and linkages to poverty alleviation.

- Strong interpersonal/people management skills and excellent oral and written communication skills a must;
- Proficient knowledge of word processing, spreadsheets, presentation tools, electronic mail (Microsoft Office preferred) and Internet.
- Demonstrated proficiency in English and other local languages, both oral and written.
- Significant experience in building public/private partnerships
- Experience working with farmer group programs.
- Excellent leadership qualities and communication Skills
- Experience in the commercial sector with skills to develop and evaluate investment opportunities and promote such opportunities to financial institutions.
- Strong consumer marketing, financial analysis and management skills.
- Excellent command of analysis and presentation skills using Word, Excel and PowerPoint.

**Essential Job Functions and Physical Demands:**

- Preparing and presenting documents in a well-designed and attractive format with superior attention to detail.
- Ability to understand, appreciate and implement Heifer’s Value Based Holistic Community Development.
- Demonstrated creativity, ability to think systematically, willingness and ability to incorporate innovative solutions.
- Quantitative and qualitative approaches to evaluation and ability to communicate MLE concepts clearly with leadership, partners, and staff at all levels.
- Willingness and ability to travel extensively throughout Nepal
- May require constant sitting; working at a computer and focusing for extended periods of time and performing office environment activities while on the road and/or in remote conditions.
- Working with sensitive information and maintaining confidentiality.
- Ability to manage and execute multiple tasks with little supervision while meeting sometimes inflexible deadlines.

HPI HEADQUARTERS' USE ONLY		
	Dr. Mahendra N. Lohani	
Signature of Sr. Vice President of Programs	Printed Name	Date