

END HUNGER >>> GROW FARMING  
**FARM AFRICA**

## **JOB DESCRIPTION AND PERSONAL SPECIFICATION**

**JOB TITLE:** M4P Programme Manager

**REPORTS TO:** Country Director for Tanzania

**LOCATION:** Dar es Salaam, with regular travel within Tanzania

**DURATION & HOURS:** 2 years full time (with possible extension)

### **PURPOSE OF THE ROLE**

To lead Farm Africa's projects that use Making Markets Work for the Poor (M4P) principles and methods, provide thought leadership on the use of M4P approaches within Farm Africa, and provide advice to other projects on M4P.

The initial focus will be 100% on our new project *Flourishing Futures: Market approaches to sunflower production in northern Tanzania* starting in March 2017, but, depending upon funding, we expect the scope to later expand to other projects in the Farm Africa portfolio (and not confined to Tanzania).

The M4P Programme Manager will be the primary person responsible for the *Flourishing Futures* project, ensuring that is managed in line with and informed by key M4P principles, approaches and guidelines, and that opportunities to incorporate new methods and innovative work practices are taken, as well as implementation of project activities on time and within budget. They will be specifically responsible for leading on all preliminary studies on market systems and actors planned during the inception period of the *Flourishing Futures* project, and leading the design and delivery of the subsequent full project phase in which they will be responsible for planning, monitoring, reporting and evaluation of project activities, along with partner identification and assessment, risk management and quality control

The M4P Programme Manager will work with the Oilseeds Programme Manager in to achieve consistency across Farm Africa's work in both sesame and sunflower value chains, incorporating learning from our sesame project into the *Flourishing Futures* project, and, *vice versa*, generating learning relevant for the sesame project implementation.

### **KEY TASKS AND RESPONSIBILITIES**

#### **1. Technical Oversight and Thought Leadership for Farm Africa's M4P projects**

- Be responsible for the technical direction of the *Flourishing Futures* project and other future M4P projects, providing technical advice to management on all aspects of the project.
- Ensure that all M4P project activities are contributing towards the development of sustainable and scalable pro-poor market systems.
- Oversee technical implementation of experimental design components of the *Flourishing Futures* project.

- Lead on partner identification and assessment, risk management and quality control in M4P projects.
- Support Farm Africa in facilitating market linkages between producers and off-takers and provide guidance to contract facilitation.
- Support the preparation of business plans for micro and small agribusinesses supported by Farm Africa's M4P projects.

## **2. Flourishing Futures Project Management**

- Plan, monitor and control project activities to ensure that these and outputs are achieved as planned within the agreed budget, ensuring donor and stakeholder compliance and responsiveness.
- Oversee the preparation of monthly, quarterly and annual project work plans and budgets.
- Supervise all monitoring and evaluation activities in the *Flourishing Futures* project, and lead on production of learning outputs and project reporting.
- Monitor data collection for the *Flourishing Futures* project as per the Monitoring & Learning Plan, to assist management to ensure plans are implemented, regularly reviewed and refreshed, and the project is collecting accurate information as required, on time and in line with requirements, including survey case studies, photographs, etc.
- Draft quarterly, annual and other progress reports as per requirements and standards.

## **3. Project Relationships and Networks**

- Play an active role in the network of organisations active in the sunflowers value chain coordinated by AMDT (the Flourishing Futures project funder).
- Represent the organization and the project in appropriate fora for publicity, public relations, profiling and learning purposes. Establish, strengthen and manage relationships with other relevant bodies in Tanzania and regionally.
- Support Farm Africa management to sustain relationships with key market actors, maintaining cordial relations, and advising on the support they may need.
- Act as the ambassador of the M4P Programme, promoting it and hosting visitors as required; participating and presenting at relevant conferences, taking part in meetings with donors and other key stakeholders, ensuring that they are always well informed and have regular opportunities to provide feedback.

## **4. M4P knowledge development and policy/practice influence**

- Support Farm Africa's senior management to develop Farm Africa's approach to integrating M4P approaches in sectors where Farm Africa operates across East Africa.
- Work with the Farm Africa senior management and technical experts to ensure the M4P approach is included within Farm Africa's market engagement strategies.
- Develop guidance for practical M4P application for Farm Africa staff (e.g. contract facilitation, partner identification etc.)
- Lead on the identification and evidencing of lessons learned, and their use and dissemination; lead on production of key knowledge dissemination materials.
- Present project activities and lessons learned to stakeholders in the region.

## 5. Capacity Building

- Support the development of M4P expertise among *Flourishing Futures* project staff, so they understand how and why the project design follows the approach it does, building their capacity to grasp and understand and implement specific M4P methodologies.
- Support to project staff to integrate M4P approaches within work plans and stakeholder engagements.
- Promote M4P approaches more generally within Farm Africa and with key partners.

## PERSON SPECIFICATION

The M4P Technical Adviser will be an experienced development professional with a strong technical background in rural markets development in East Africa or similar regions; they must have specific experience in the design and/or implementation of M4P projects.

<i>Essential</i>	<i>Desirable</i>
<b>Education, qualifications &amp; other knowledge</b>	
Post-graduate degree from a respected academic institution in a relevant field, such as agriculture, agriculture economics, rural development, business or economics	Specific qualification or certificate in M4P
<b>Experience</b>	
A minimum of 5 years working in rural and emerging markets development in East Africa or similar regions	Knowledge of the agricultural sector and the policy and business environment in Tanzania
Thorough understanding and experience of marketing for the poor approaches (M4P) and their practical implementation	Expertise in developing projects focused on women and youth demographics
A solid understanding of agricultural value chains in developing economies	Experience of working in the private sector and/or business development
Experience in development project M&E	Experience of facilitating partner identification and contracting along agricultural value chains
	Experience of working with institutional donor agency and with international NGO sector, preferably in Africa
<b>Skills &amp; Abilities</b>	
Financial analysis of market engagements for pro-poor benefits	Contract and trade negotiation and mediation
Excellent writing and presentation skills	Coaching and mentoring staff
Highly skilled in problem identification, analysis and solving of complex issues, creative thinker	Any level of fluency in Swahili
Planning, monitoring and reporting of complex projects and activities	
Excellent information management, networking and communication skills; able to work with a variety of nationalities and cultures	
Strong influencing and interpersonal skills, able to persuade others to support own goals	

Flexible and responsive, able to work effectively in a complex environment under high pressure with competing and changing demands	
Strong practical ability and hands on attitude	
Team player, able to maintain strong and supportive working relationships across functions	
Excellent computer skills	

## Values

*Farm Africa's values are very important to us as an employer and they are also very important to our employees. All prospective employees should take some time to carefully consider our values and how they fit with your own personal values before attending interview with Farm Africa.*

Farm Africa seeks to employ those who believe, as we do, that **farmers can and will play a key role in achieving long-term rural prosperity in Africa** and who seek to deliver on those beliefs by:

- **being experts in our field**, delivering insightful/impactful evidence-based solutions
- **pushing boundaries**, being creative with new and old solutions
- **acting for the long term**, building relationships and delivering long-lasting change for farmers
- **working flexibly**, taking advantage of the most effective solutions, whether from the communities, private sector or government
- **sharing knowledge with others**, reaching more farmers than we do alone, ensuring effective technologies are widely accessed.