

JOB DESCRIPTION AND PERSON SPECIFICATION

Farm Africa, founded in 1985, is an international non-governmental organization working in Uganda, Ethiopia, Kenya and Tanzania. We drive agricultural and environmental change to improve lives. Our strategy has three pillars: agricultural expertise, management and preservation of ecosystems, and the power of business to drive prosperity. We believe Africa has the power to feed itself and are helping make this happen by establishing and spreading the best farming and forestry techniques so that poor farmers and herders have more food to feed their families and to sell. We help smallholders manage their natural resources sustainably so that they can withstand climate change challenges and shocks and ensure their families have enough food in the future as well as now. Farm Africa works in partnership with communities, government, local and international organizations, and the private sector to innovate, learn and share best practices for maximum impact of our projects.

JOB TITLE: Market Engagement Manager (Commercialising Chilli Production)

REPORTS TO: Project Coordinator – CCP

DIRECT REPORTS: None

DUTY STATION: Lira, Uganda

DURATION & HOURS: Three year fixed-term contract, full-time

BACKGROUND

aBi Trust recently awarded Farm Africa and the North East Chilli Producers Association (NECPA) funding for a three-year project focussed on creating a more competitive and profitable chilli value chain within Lira, northern Uganda to capitalise on growing international demand for varieties of Ugandan African Birds Eye (ABE) dried chillies. The project will strengthen the technical capacity of NECPA and their extension team to support market-orientated chilli production across their entire area of operation.

Key project activities will include; delivering an enhanced extension package to 3,000 (120 groups of 25) chilli farmers in Aromo, Barr and Amach sub-counties; reforming input supply within Aromo, Barr and Amach sub-counties to ensure there is an adequate flow of high-quality inputs to service growing demand from farmers; supporting NECPA to obtain the proper certification and licencing required in order to begin accessing and selling their farmers' chillies directly into high-value export markets. At the same time, the project will promote greater inclusivity within the value chain, encouraging female and youth led production by educating on gender mainstreaming and creating new enterprise opportunities.

PURPOSE OF THE ROLE

The Market Engagement Manager (MEM) will play a key role in Commercialising Chilli Production (CCP) team, and will be critical to the success of the project. The MEM will be responsible for providing technical assistance to our implementing partner, NECPA, and supporting them to organise 3,000 farmers to meet the demands of the export market for ABE chillies. In addition, the MEM will support NECPA to achieve the necessary certifications to enter premium organic and export markets. The MEM will work with stakeholders in the wider ABE chilli value chain to ensure the availability of affordable, high-quality inputs for ABE chilli farmers in Lira district. The role is based in Farm Africa's Lira office, and reports to the Project Coordinator. They MEM will also receive technical support from Farm Africa's Technical Manager for Markets & Value Chains, based in London.

KEY TASKS AND RESPONSIBILITIES

The key responsibilities of the Market Engagement Manager will be:

1. To provide ongoing technical assistance (TA) and guidance to NECPA including:

- ▼ Supporting NECPA to formalise & strengthen their extension services and better orientated them to market demands. In particular:
 - With support from Farm Africa's Technical Manager for Markets & Value Chains (TMM&V), carry out market and demand mapping for ABE chillies.
 - Development of an extension service strategy and plan.
- ▼ Strengthening NECPA's training on market-orientated planning and production for producer groups by:
 - Supporting NECPA to develop annual and long-term production plans, and break them down into individual farmer group targets
 - Working with the NECPA team to develop group level production planning tools
- ▼ Supporting NECPA and their extension team to disseminate production planning tools and engage their member farmers in market-orientated production.
- ▼ Providing the NECPA team with practical support and guidance with registering as an export company
- ▼ Working with the NECPA team to support NECPA and their member to farmers gain the certifications required for premium markets
- ▼ Supporting the NECPA to grow their existing seed selection and multiplication activities in line with market demand, and in particular:
 - to develop a demand forecasting model for key seed varieties
 - to develop a seed production plan and strategy
 - to carry out a formal review and assessment of the existing NECPA seed distribution model, and identify new agribusinesses to stock optimal seed varieties for sale to farmers outside of the NECPA network
- ▼ Working with the NECPA team to ensure that young people engaged in producing inputs such as drying racks and organic pesticides and fertilisers are benefitting from the local growing demand for their products

2. To play a key role in activity planning and sequencing of activities to ensure maximum impact as well as compliance with donor deadlines, which will include:

- ▼ Working in close consultation with the PC to prepare weekly and monthly detailed activity plans to guide project implementation by both FA & NECPA.
- ▼ Ensuring colleagues and partner staff are clear on project plans and required resources during planning
- ▼ Providing technical advice to the PC and NECPA management team, to assist them with the development of weekly, monthly and annual implementation plans and budgets
- ▼ Working closely with the NECPA team to ensure that delivery progress is in line with plans, highlighting areas of concern in a timely manner and proactively addressing them in good time.

3. To deliver project activities to a high standard, and in line with Farm Africa and donor guidelines and requirements by:

- ▼ Ensuring the methodologies for each activity are clearly understood by the Farm Africa and NECPA project teams and delivered according to Farm Africa Approaches.

- Ensuring that project activities are implemented and outputs achieved as planned and within budget and timelines that have been contractually agreed with the donor
- Ensuring that accurate and detailed records are kept of activities delivered by both Farm Africa and NECPA teams and extension staff, and logged using GPS devices as stipulated by the donor
- Participating in quarterly programme progress review sessions as requested
- Proactively identify and monitor any risks to non-delivery and, where required, developing and implementing action plans to address issues identified;
- Providing high-quality inputs for internal and external reports to show delivery progress in assigned areas

4. To deliver assigned activities in accordance with financial guidelines and within available budgets by:

- Closely monitoring expenditure on all relevant activity lines, ensuring that availability of funds is confirmed and approved before delivery of an activity begins
- Supporting the Project Accountant & Administrator (PA&A) and PC with budgeting and reforecasting budgets as required
- Ensuring that all expenditure incurred is in compliance with and exceeds the basic standards contained in the Farm Africa finance procedures manual and is in line with the requirements outlined in the aBi Financial Management Guidelines
- Reviewing budget monitoring reports, and provide timely explanations and corrective actions for any significant variances relating to the market engagement components of the project
- Ensuring that procurement of goods and services is carried out in line with Farm Africa procedures and also follows the terms and conditions stipulated in the donor's Financial Management Guidelines

5. To contribute to the monitoring and evaluation of the project's outputs, outcomes and impact:

- As requested and required, ensure that KPI data is accurately gathered on a monthly basis using correct tools approved by aBi.
- Ensure that any activities delivered by the Farm Africa and NECPA teams are logged using GPS devices provided by the donor, and in line with the donor requirements

6. To establish and maintain mutually beneficial partnerships and working relationships with stakeholders, including:

- Establishing and maintaining an excellent working relationship with the NECPA management team based on mutual respect and joint goals.
- Establishing and maintaining an excellent working relationship with the NECPA extension team
- Identifying key stakeholders across the chilli value chain and proactively building relationships with them, in particular agro-input dealers in Lira district and others directly engaged in the project
- Identifying potential markets and buyers and brokering relationships between them and NECPA
- Working closely with the NECPA team to support them with building relationships with financial service suppliers, participating in workshops and conferences, and meeting donors and other officials when required

7. To play an active role as a member of the both the wider project and country teams

- ✘ Working in a cohesive way with the wider CCP team to ensure that project objectives and outcomes are delivered
- ✘ As requested, providing technical input to support with developing new projects or securing additional funding for work in the chilli value chain
- ✘ Ensuring that any lessons learned during implementation are documented and built into future project design, and shared with other Farm Africa project teams

These essential functions are not to be interpreted as a complete statement of all duties performed. Employees will be required to perform other job related duties as required. All work responsibilities are subject to having performance goals and/or targets established.

PERSON SPECIFICATION	
Essential	Desirable
Education, qualifications & other knowledge	
Degree or equivalent in a relevant field, such as agricultural economics, rural development, business or economics	Further relevant academic qualification in the area of agricultural economics, rural development, business or economics
Demonstrable understanding of private sector agriculture value chains and rural development in Uganda	Experience of working in Lango sub-region and northern Uganda
Excellent understanding of market-based approaches to development and particularly approaches which encourage greater participation of women and youth	Knowledge and understanding of the chilli value chain in Uganda and key dynamics and stakeholders within it
Experience	
At least three years' experience of working with a commercial organisation or INGO working with smallholder farmers	Experience of working on aBi-funded projects
Direct experience of formalising smallholder supply chains, or supporting agribusinesses to do the same	Experience of working within the chilli (ideally) or other horticultural value chains
Experience of supporting private sector organisations to identify and enter new markets	Experience of supporting Ugandan businesses to enter the international export market, and gain the necessary licences
Experience of designing production planning tools for smallholder farmers, and overseeing their deployment in the field.	Experience of providing hands-on business development support to small and/or micro enterprises
Experience of carrying out market analysis and demand planning	

Experience of supporting SMEs to develop business plans and access finance, or directly doing so in a commercial company	
Experience of using a range of tools to monitor delivery of activities and project outcomes and impact	
Skills & abilities	
Excellent written and oral communication and presentation skills with the ability to work with both Government, CSOs and Private Sector stakeholders.	Negotiating & managing partner relationships
Ability to broker relationships between different stakeholders in the value chain	Experience in leading teams in problem solving
Excellent training/facilitation skills and experience	Fluency in Langi/Luo
Fluent written and spoken English	
Adept in Microsoft Windows including Word, Excel, Outlook and PowerPoint	
Excellent network and excellent relationship with government partners	
Ability and willingness to travel both regionally and nationally	
Good knowledge of Windows including Outlook, Excel, and Power Point	

Our VALUES

Investing in smallholder farming is the number one way to combat poverty in rural Africa. Farm Africa is a leading NGO specialising in growing agriculture, protecting the environment and developing businesses in rural Africa.

EXPERT. Deep expertise and insightful evidence-based solutions are at the heart of everything Farm Africa does.

GROUNDLED. Positive change starts with Africa's people, so our experts work closely with local communities, engaging them in every level of decision-making.

IMPACTFUL. We take a long-term view so we can deliver lasting changes for farmers and their families.

BOLD. We model innovative new approaches and are not afraid to challenge strategies that are failing.