



## JOB DESCRIPTION AND PERSON SPECIFICATION

**JOB TITLE:** Market Development Coordinator – 1 position

**REPORTS TO:** Technically report to the Nourish Deputy Team Leader and administratively to the Farm Africa Programme Manager.

**STAFF REPORTING TO POSTHOLDER:** Two

**LOCATION:** Dodoma or Sumbawanga, Tanzania

**DURATION & HOURS:** 40 hours a week, 2 Years fixed-term contract

### PURPOSE OF THE ROLE

Farm Africa is a leading charity that works in partnership with smallholder farmers and small businesses to improve the quality, quantity and value of their produce so that they can support their families with more resilient livelihoods. We promote sustainable agricultural practices to improve production and productivity of key enterprises, strengthen access to agricultural markets for smallholder farmers and protect the environment in rural Africa.

Farm Africa in collaboration with SNV are implementing the Empowering Smallholder Farmers for Food Security and Climate Resilience project (**NOURISH** Tanzania) in Dodoma, Singida Manyara, Songwe and Rukwa regions and targeting sorghum, sunflower, vegetables and common beans value chains. The project aims to achieve resilient food security for 168,000 smallholder households in key regions of Tanzania by tackling barriers to smallholder farmer food security through three interconnected outcome pathways, 1) Increased climate-smart and nutrition-sensitive productivity: strengthening smallholder climate-smart agricultural knowledge, access to inputs and finance to produce sufficient quantity and diversity of nutritious food crops, 2) Increased and diversified food supply to, and accessibility of nutritious food in, local markets: fostering collaborations among market actors, promoting digital solutions, and empowering SHFs and MSMEs and 3) improved utilization of household resources to provide nutritious and diverse food: promoting nutritious diets, household food budgeting, and enabling women to have greater influence in HH decisions. NOURISH targets smallholder farmer food producers, MSMEs and farm organizations.

The **Market Development Coordinator** is responsible for ensuring a coherent approach in developing of agricultural value chains' specific markets at the last mile and providing technical direction to the value chain coordinators. This role is crucial for the successful implementation of the Market system development (MSD) and Making Markets work for the poor (M4P) approaches by fostering coordinated efforts across four value chains (Sorghum, Sunflower, Vegetables and Common beans) that guarantee farmers participation and inclusion in markets, building resilient and sustainable pro-farmer markets.

The Market Development coordinator will work closely with the NOURISH Team Leader and Deputy Team Leader to ensure a high technical standard and consistency in the delivery of the NOURISH project whilst generating evidence based learnings relevant for scaling up of project implementation.

### KEY TASKS AND RESPONSIBILITIES

#### Project Implementation

##### **1. Technical Oversight and Thought Leadership**

- Provide strategic oversight and technical leadership to four value chains' technical leads/specialists so as to ensure synergy and coherence in project implementation.
- Provide technical input and advice on all market development aspects of the NOURISH project and ensure that project activities are contributing towards the development of sustainable and scalable pro-poor market systems.



- Support market actor-partner identification, capacity assessment, risk management and coordinate the strategic partners to design and implement systemic market access interventions aligned to NOURISH project and ensure effective delivery on the program objectives.
- Lead in facilitating market linkages between producers and off-takers across sorghum, sunflower, vegetables and common beans value chains. Identify opportunities for farmers to commercially access quality seed from input companies, services and output markets from commodity buyers through off-take contracts, and provide guidance to contract facilitation.
- Lead, guide and support farmers (producer group) on executing appropriate input and output aggregation to facilitate trade with identified market actors.
- Develop business cases to inform the development of new strategies and opportunities to engage with existing and new markets.
- Conduct market research and analyze data to better understand the demands and preferences of off-takers, input suppliers, manufacturers and other market actors, and use the market intelligence gathered to ensure data driven decision-making including disseminating market intelligence to and from farmers to strategic market actors.

## **2. Project Coordination Support**

- Support the NOURISH Team Leader/Deputy Team Leader to plan, monitor and control market focused project activities.
- Support the value chain specialists and technical project officers to design market-oriented approaches in line with implementation of other field activities.
- Support preparation of consolidated progress reports for Farm Africa and NOURISH monthly, quarterly and annual based on approved project work plans, budgets as per requirements and standards.

## **3. Monitoring, Learning and Reporting**

- Provide technical support to all monitoring and evaluation activities in the NOURISH project, and lead on data analysis.
- Work in collaboration MEL specialists to design relevant data collection protocols for the NOURISH project, ensuring that the project is collecting accurate information as required, on time and in line with requirements to ensure data driven decision-making, learning and adaptive management.
- Collaborate with team members to develop effective messaging and promotional materials to be used in showcasing the NOURISH project and its contribution to improving nutrition through market-based approaches.
- Support evaluations, performance reviews, knowledge management and documentation of best practices, case studies, aggregation and market access models and learning materials that highlight successful market integration models and ensure that learning and recommendations from evaluations/assessments are explicitly incorporated into the project's future implementation activities.

## **4. Project Relationships and Networks**

- 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 and the NOURISH project to nurture and sustain relationships with key project partners within the NOURISH consortium, implementing partners (CSOs) and related market actors including government agencies, private sector partners, financial institutions, and business development service providers, maintaining cordial relations, and advising on the support they may need.
- Facilitate strategic market oriented partnerships and organise multi-stakeholder engagement processes that promote systemic change in sorghum, sunflower, vegetables (horticulture) and common beans market systems.

##### 5. MSD/M4P knowledge development and policy/practice influence

- Support Farm Africa's senior management to develop Farm Africa's approach to integrating MSD and M4P approaches in sectors where Farm Africa operates.
- Develop guidance for practical MSD and M4P application and knowledge products in the targeted value chains (e.g. contract facilitation, aggregation and market access models, partner identification etc.)
- Generate evidence and lessons learnt from facilitating pro farmer market access interventions using MSD approaches in sorghum, sunflower, vegetables (horticulture) and common beans value chains and lead on production of key knowledge dissemination materials.
- Present project activities and lessons learned to stakeholders in the region.

##### 6. Capacity Building

- Identify capacity gaps, coach, mentor and train NOURISH project and partner staff in MSD and M4P approaches so they develop their expertise and understand how and why the project design follows the approach it does, building their capacity to grasp and understand and implement specific MSD and M4P methodologies and principles.
- Support to project staff to integrate MSD and M4P approaches within work plans and stakeholder engagements.
- Promote MSD and M4P approaches more generally within Farm Africa and with key partners.
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PERSON SPECIFICATION	
Essential	Desirable
Education, qualifications & other knowledge	
Bachelor and/or master's degree in international development, agriculture, agricultural economics, agribusiness, food systems, economics, business administration, market systems development, or a related field	Bachelor's Degree in Agricultural Economics, Agribusiness, or Economics
Experience	
Substantial experience (at least 10 years) in market system development (MSD) with a strong focus on facilitating market integration for smallholder farmers, climate adaptation, nutrition, facilitating access to finance in the context of international development co-operation	Knowledge, skills and practical experience in agricultural production and marketing



Demonstrated experience in supervising multidisciplinary teams and managing complex projects that focus on sustainable agriculture, climate adaptation/ resilience, rural market development and nutrition.	Strong background in market development, M4P and private sector engagement in sustainable market systems particularly in facilitating systemic change and partnerships.
	Experience in multi-stakeholder engagement, policy advocacy, and market-based approaches for sustainable agriculture.
<b>Skills &amp; abilities</b>	
Strong analytical and problem-solving skills, with a focus on analysing market systems	Market linkages
Strong communication and report-writing skills in English	Result orientation
Excellent communication, facilitation and stakeholder engagement abilities, particularly in sectors related to agriculture and climate resilience.	Conceptual thinking
Ability to work under pressure	Coaching/Mentoring

## 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:** Expertise and insightful evidence-based solutions are at the heart of everything Farm Africa does.
- **GROUNDLED:** Our teams and partners work closely with local communities, engaging them in every level of decision-making.
- **IMPACTFUL:** We deliver long lasting change for farmers, their families, and the environments they live in.
- **BOLD:** We model innovative approaches and are not afraid to challenge strategies that are failing.

### Contact details of how to apply:

If interested in this role, please submit a CV (no more than 3 pages); a **motivation letter** detailing your interest, suitability and expected salary for the role (no more than 1 page). This should be sent to [Tanzaniarecruitment@farm africa.org](mailto:Tanzaniarecruitment@farm africa.org). Applications should be submitted by **12 May 2025**.