



VACANCY ANNOUNCEMENT

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National Consultant: Marketing Specialist

Duration: 60 days over 10 months

Duty Station: Swaziland, Mbabane

Project Number: TCP/SWA/3603

The agriculture sector in Swaziland has large potential due to a favourable climate and good soils that allow for a variety of produce to be grown throughout the year and ample land that can be allocated for agricultural purposes. However, the sector's potential has not been realised due to challenges faced by the large numbers of smallholders. Among these challenges faced by smallholder, producers are low participation of youth putting the smallholder industry at risk of shrinking in the next generation, erratic rainfall, and a non-responsive and relevant agriculture education system.

To address some of these challenges the government of Swaziland is promoting climate smart agriculture on schools and training centres of Swaziland. CA and AF fit very well within this strategy mainly because they are relatively easy to implement for smallholder farmers as they require fewer inputs (i.e. less fertilizer and labour; and build resistance to agro-climatic conditions and tend to be relatively drought resistant. Many smallholder farmers are using these practices but the new generation farmers graduating from Schools and agriculture training centres are not conversant with these new practices

The government of Swaziland has requested FAO's assistance to explore the feasibility incorporating climate smart agriculture to schools and farmer training centres to addressing the issue of low youth participation in agriculture and an aging smallholder farmer and through the CPF identified food and nutrition security as one of its main areas of work where women and youth as critical role players. Similarly, the joint UN Development Action Framework (UNDAF) for Swaziland, among the strategies identified for food security is crop diversification and the cultivation and climate change resilience which will include drought resistant crops where necessary and promotion production of indigenous crops to a strong focus to youth and women involvement.

Interested and qualified individuals are hereby invited to submit their CVs by close of business on the **10 November 2017** to FAOSZ-Recruitment@fao.org

Specific activities and main responsibilities

Working under the overall supervision of the FAO Representative for Swaziland (FAOR), the direct supervision of the Assistant FAOR with the technical supervision of FAO's Plant Production and Protection Division (AGP) and the Lead Technical Officer (LTO) in the Sub-Regional Office for Southern Africa (SFS), and in close consultation with the National Project Coordinator (NPC), the Marketing Specialist shall:

- Review the market/industry (production, processing, marketing and distribution) and determine market opportunities and feasibility for the selected crops produced by the schools and colleges (profile and map the key value chain actors;
- Develop marketing and promotion strategies for linking the schools and colleges with domestic markets and agro-processors;
- Support the development and implementation of production and marketing schedules;
- Conduct training workshops for the producers in understanding marketing information and good marketing practices;
- Provides technical assistance and advice on marketing;
- Maintains and develops strong partnerships with organized marketing institutions including those from the private sector organizations, cooperatives, partners, collaborators etc
- Undertake other relevant duties and activities upon instruction of NPC or FAOR

Minimum Qualifications & Experience

- University Degree in Agribusiness, Agricultural Economics, Marketing or related field;
- At least 5 years of relevant field experience, including the commercialisation of smallholder producers, building linkages with input, output and/or financial markets;
- Effective communication skills, both oral and written and ability to communicate with a diversity of stakeholders at various levels;

Selection Criteria:

- i. Demonstrate proven experience and specialized knowledge and skills in all technical fields relevant to agriculture, agribusiness, marketing programmes;
- ii. Have demonstrable recent experience of similar or related technical assignments in the agricultural marketing sector.
- iii. Extent and relevance of experience in developing and implementing programmes of work or projects related to agricultural marketing.

The FAO Recruitment Office

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FAO is an equal opportunity employer and qualified women are encouraged to apply. FAO is a smoke free environment.