

TOR NO: 2/2024: LIVESTOCK MARKETING SPECIALIST (1 POST)

The Livestock Marketing Specialist will work as the Lead of the Marketing component to oversee implementation of all marketing activities in Component 2 specifically on marketing infrastructure and capacity development; building inclusive value chains; and the value chain management information system. The workstation will be at PMCU Nakuru but he/she will travel extensively within the Project area, as may be required. He/she will sign Contract of Employment for up to 31st March 2027 or date agreed between GoK and IFAD with the initial six months on probation. The contract will remain in force but renewable annually based on satisfactory annual performance.

He/she will be answerable to the Project Coordinator for the following duties and responsibilities:

- 1) Familiarize with the IFAD Project documents as well as each County Integrated Development Plans.
- 2) Map the targeted value chains and institutional support.
- 3) Oversee the building of graphic maps of the value chains and understanding the targeted value chains and providing public and visual documentation.
- 4) A deep understanding of targeted value chains represented in visual maps will facilitate the identification of constraints, specifically financial, technological, infrastructural, marketing, regulatory, policy-related, institutional, and human resource constraints.
- 5) Contribute to investor forums and MSPs (Multi-Stakeholder Platforms), and recommend public and private investments and policies that will help to develop the value chains.
- 6) Produce physical poster-board maps of the value chains
- 7) Prepare an annual and monthly work plan in line with the PIM and the AWP&B.
- 8) Identify and establish contact with implementing partners and inform them of upcoming activities.
- 9) Take responsibility for grant programs
- 10) Take the lead in creating and maintaining a program for internships for youth trained in the KeLCoP project;
- 11) Map out key entrepreneurship opportunities.
- 12) Prepare quarterly reports that summarize all activities accomplished by the financial quarter and project scheduled activities and meeting of beneficiary targets.
- 13) Oversee the conclusion and verify deliverables for all the Service Provider activities defined above and in the PIM.
- 14) Coordinate the establishment and upscaling of the co-management models between LMA and county governments.
- 15) Lead in the drafting, review, and implementation of MoU between the LMA's and the county governments.
- 16) Lead the capacity building and awareness of KEBS livestock market standards and best practices for organization and management of livestock markets.

- 17) Link livestock producers to markets and provide reliable market information for producers at the local and national level to increase livestock output from the project areas.
- 18) Work closely with national and county government as well as other key stakeholders to develop an integrated policy or regulations on livestock marketing
- 19) Any other official duty as may be assigned by the project coordinator.

Academic qualifications and other requirements for the Position:

Minimum Requirements:

- 1) Master's degree in Agricultural Economics, Agricultural Resource Management, Agricultural Marketing, Agricultural Development or Development Economics with a specialization in Agriculture with an emphasis on livestock or in relevant field
- 2) At least ten (10) years of practical experience in the field of agricultural marketing, livestock marketing infrastructures and rural development.
- 3) At least five (5) years of working experience in livestock marketing in a donor funded Government project.

Other requirements:

- 1) Must be highly proficient in Word, Excel, Power-Point etc.,
- 2) Must have a solid working knowledge of basic statistics and sampling theory.
- 3) Must also have experience with value chain analysis and assessments, and private sector operations in agribusiness.
- 4) Must have experience with a livestock marketing information system
- 5) Experience in ICT and/or programming is an advantage.
- 6) Must have strong skills and experience in livestock marketing.
- 7) Must have excellent English reading, writing and speaking and be fluent in Swahili.