



CARE SOUTH SUDAN

CARE South Sudan is an International NGO working in South Sudan. CARE and its partners work with vulnerable communities to address the underlying causes of poverty and promote peace and development, through its strategic goal to reduce poverty by empowering women, enhancing access to resources and services, and improving governance.

Position:	Business Development and Marketing Officer
Department:	Program
Location:	Wau
Reports to:	Field Coordinator
Advert status:	External Advert

JOB SUMMARY

The position holder will work closely and report to **Field coordinator- State**. The **Officer- Business Development and Marketing** is responsible for leading the planning and implementation of the value chain, business development, market linkage, and financial inclusion activities. This role involves providing technical assistance and capacity building to Village Savings and Loan Associations (VSLAs) and targeted community groups, enabling them to engage in sustainable and profitable income-generating activities or businesses. S/he will focus on developing market linkages, enhancing value chains, supporting entrepreneurship, organizing market events/business fairs, and driving business growth for VSLAs. The position holder will coordinate value chain and market assessment studies, identify key marketing and promotional gaps, and deliver high-quality marketing training to VSLA groups, market actors, financial institutions, and partners.

Roles & Responsibilities

Designing and planning

- Participate in the value chain and market analysis to design project intervention approaches, strategies, and priorities.
- Support the development of business models and strategies that enhance VSLAs' incomes and business growth.
- Ensure the planning and implementation of the project's key approaches, strategies, methods, and guidelines for sustainable and profitable business development, value addition, market linkage, and financial inclusion interventions.
- Participate in project detailed implementation planning, and periodic reviews, to ensure that proper practices, tools, and guidelines are utilized throughout the project's life.
- Prepare monthly and quarterly work plans based on the detailed project implementation plan and ensure its timely execution.



Business Development, Marketing and Financial inclusion

- Engage in the development of inclusive business models and strategies that enhance the incomes and businesses of VSLAs and community groups.
- Lead the project business planning, value addition, marketing, and financial inclusion interventions to enhance the VSLAs gain access to productive assets, inputs, and financial services
- Support the VSLAs in having an individual and group business plan aligning with the value chain and market assessment findings and technically supporting their transition to the cooperative.
- Facilitate linkage with public and private sectors in the selected value chains and businesses.
- Assist VSLAs in product development, branding, and packaging for competitive market positioning.
- Develop partnerships with buyers, processors, traders, and financial institutions to enhance farmers' access to markets, finance, and value-addition opportunities.
- Collaborate with financial service providers to develop tailored financial products for smallholder farmers and micro-enterprises.
- Support coordination and linkages among private sector actors and business stakeholders, including government offices to support sound implementation of sound and fair market facilitation approach.
- Organize business fair/market linkage events at the State and County level

Capacity building

- Provide training and regular technical support to community-based trainers (CBT) government stakeholders, and private actors related to business development, value chains, market systems, and financial inclusion.
- Capacitate the Community-based trainers (CBT) to support VSLA in business plan development, and enhance their understanding of business needs, challenges, and opportunities.
- Provide technical support to CBTS to effectively deliver value addition, business development, marketing, and financial inclusion-focused training to the targeted groups with the expected quality and quantity.
- Monitors progress and provide ongoing feedback to CBTS to ensure the quality of implementation and enhance their capacity.
- Organizes and facilitates technical support to project staff through continuous on-site intensive support in value addition, business development, marketing, and access to financial services.
- Make sure that the community-based trainers (CBTs) and community committee leaders are aware of humanitarian principles, standards, and code of conduct and follow them accordingly.
- Collaborate with the MEAL team to enhance the capacity of the CBTS in effectively using project tools for planning, implementing, monitoring, and reporting.

Monitoring, reporting, Learning, and documentation

- In close coordination with the project MEAL Officer, maintain the monitoring and evaluation framework of the project and track progress accordingly.
- Ensure the utilization of appropriate monitoring systems and provide technical support to CBTS to compile and share reports timely.
- Prepares required reports on time, and of high quality that conveys the business development and marketing program component's progress towards achieving best practices and impact in the targeted communities.
- With the support of the MEAL technical team and supervisor, identify, record, and share lessons on project processes, practices, and results with internal staff and stakeholders.
- Ensure feedback and accountability platforms are functional and utilized by the project team and community-level structures.

Representation, Liaison and coordination)



- Ensure enhanced engagement with the relevant community leaders, community committees, and all other stakeholders at the County, Payam, and Boma level
- Represent CARE in various meetings, and community forums at the County, Payam, and Boma levels within the areas of operation and coordinate with partners and working groups on FSL.
- Promotes and maintain a positive image of the project and CARE South Sudan at County, Payam, and Boma levels.
- Establishes and maintains productive relationships with government offices, non-government organizations, expert institutions, and the private sector in the operational areas.

Information Management

- Contribute to the VSLA digitalization initiative and ensure the proper utilization of the database
- Coordinate with the MEAL and CBTs to ensure proper information and data flow from the community to the project database.
- Streamlines electronic and paper-based reporting systems including formats and systematized information flows.
- Regularly maintains project information on business, marketing, and private actors' engagement, to the staff and other stakeholders.

Required Qualifications

- BSc. Degree in Business Development, Marketing, Agricultural Economics, Development Studies, Economics, and any related course in Business.
- 4-7 years of work experience in business development, Value addition, financial inclusion, and marketing strategies development to VSLA/cooperatives.
- Experience in stakeholder engagement, partnership development, and private-sector linkages
- Ability to conduct market assessments, analyze data, and develop business solutions.
- Good understanding of the community context and sufficient field experience in a similar environment.
- Experience with undertaking capacity-building initiatives and training guide development.
- Experience with facilitating training on business development, value chain, marketing, and financial inclusion.
- Experience working on disability mainstreaming.
- Experience working on the digital MEAL platform
- Communicate in oral & written English, and knowledge of the local languages of the community is an advantage.
- Ability to work under pressure and to be flexible in work tasks.
- Excellent teamwork and interpersonal skills, willing to support and learn.

Desirable:

- Master's in business development, Marketing, or another closely related field with experience in market-led intervention, financial inclusion, and private actor engagement.
- Work experience in nongovernmental organizations.
- Flexibility and willingness to change work practices and hours, and capability to work in an insecure environment.



HOW TO APPLY

The position will be based in Wau. This position is **ONLY open to South Sudanese Nationals**. Opening Date **8th April 2025** and Closing date CARE South Sudan receiving application will be **30th April 2025**.

Applications and CVs should be delivered to: jobs.southsudan@care.org or Hand delivery to: **CARE Juba Head Office**, NPA Building 3rd floor, Martyrs Street.

NB:

- Applications once received are not returnable
- Female Candidates are Highly encouraged to Apply

Attention!!!

CARE South Sudan has a ZERO TOLERANCE approach to any abuse to, sexual harassment of or exploitation of a vulnerable adult or child by any of our staff, representatives, or partners. CARESS expects all staff to share this commitment through our Safeguarding Policy and our Code of Conduct. They are responsible for ensuring they understand and work within the remit of these policies throughout their time while at CARE.

CARE is an Equal Opportunity Employer, promoting gender, equity and diversity and women candidates are strongly encouraged to apply.

Pre-Grants Recruitment

