

SCOPE OF WORK
Market Linkage Consultant
DESCRIPTION OF SERVICES AND DELIVERABLES

1. Introduction & Objectives (General info about the project)

Through a market-driven approach that builds sustainable linkages among value chain actors (including producers, processors, supplier and traders), CARE is leading a project funded by WFP through BMZ and implemented by CARE Lebanon, Fairtrade, ADR (Association for the Development of Rural Capacities), and IDRAK. The Project Objective to improve sustainable livelihood opportunities for 1085 vulnerable women and youth (18+) in targeted refugee and Lebanese communities in North Lebanon, Mount Lebanon, and South Lebanon, will therefore increase incomes of rural farmers, benefiting the broader Lebanese economy through rural job creation that also benefits marginalized youth and women, by increasing producer value in both domestic and export markets by upgrading entrepreneurial skill-sets and production/processing capacities in order to improve quality, quantity and consistency of agro-products.

At the individual level, this project will improve the skills, capacities and livelihood opportunities of 330 vulnerable women, youth, and men (Specific Objective/SO 1), including the capacity building of vulnerable agriculture workers at the communal level, the project will work with 485 farmer, food producer cooperative members and agro-processors engaged in targeted value chains in order to increase their income and market opportunities (SO 2); at the institutional level, the project will strengthen key agricultural and market support (AMS) infrastructure that benefits targeted value chains (including coop and processor entities SO 3).

2. Proven Experience:

The Market Linkage Consultant should have a good track record of conducting similar market research in Lebanon. The consultant portfolio must include references. At least 2-4 years of experience as market consultant with NGOs, preferably in Agriculture value chain or other livelihood projects. The market consultant should have the following:

- Knowledge of the local communications landscape
- Experience in the humanitarian field
- Experience in the agriculture SME sector
- Demonstrable experience in engaging with private sector and micro enterprise

3. Education & Certification:

Bachelor or master's degree in marketing, business management or any relevant major.

4. Technical Skills:

Sale, marketing and/or agriculture.

5. Language Skills:

Arabic	Fluent in speaking, reading and writing
English	Fluent in speaking, reading and writing
French	Optional

6. Responsibilities and Tasks:

ADR is hiring market linkage consultant to work with selected Coops in the South (Houlla and Kfardounine Villages). He/she will be working under the supervision of ADR (Association for the Development of Rural Capacities) and in close collaboration and guidance with Business Development Specialist from CARE. The Market Linkages consultant will work closely with partners and stakeholders in the implementation of market system related activities in order to enhance dialogue and linkages between input suppliers, producers and buyers in the Freekeh and Thyme food value chains to perform the following activities:

- Promote and market the cooperative activity for farmers in the South.
- Support producer cooperatives and agro-processors in the development of market linkages.
- Develop a Map of at least 60 potential customers in Saida and Beirut for Freekeh and Thyme with special focus on SME, restaurants, catering service providers..., The Map should include the name of company, contact Person, address, Phone number and e-mail address
- Organize at least 15 meetings with the potential customers (either South and Beirut).
- Organize at least 5 meetings between South Cooperatives and Potential customers (either South and Beirut)
- Close between 4 to 7 business deals with different private sector and NGOs.
- Coordinate purchases by reporting all purchases when made in volumes and value.

7. Deliverables

An inception report, no later than 7 days after the commencement of the consultancy, that presents:

- a. Methodology for identification of potential customers
- b. First drafts of Potential Customer Map
- c. Proposed Schedule of the Meeting to be organized between the cooperatives of Kfardounine and Houlla and the potential customers in the aim to create market linkage between the different actors

A final report, no later than September 20th,2019, subject to approval by the Project management, setting out:

- a. Methodology used for potential customer identification
- b. Final Map of Potential customers containing all the needed information
- c. Minutes of Meeting of the meetings organized for cooperatives with potential customers
- d. Copy of accomplished deals with potential customers if any

The Final Report to include:

- MS Word Styles using Helvetica or Arial
- Title pages in model format as per other Programme Reports – to be supplied
- Table of contents, to three levels, formal format – to be agreed
- List of annexes if appropriate
- Tables of tables, figures and pictures all formal format
- Abbreviations and acronyms
- Layman's summary (one paragraph encapsulating key elements that can be used in magazine/web i.e. not over technical)
- Introduction
- Main body of report divided into different sections as appropriate, normally Context,

8. Period of performance

- The market linkage consultant will be working between Beirut and South for one month only from August 28, 2019 till September 25, 2019. Contract extension is an option depending on the project timeframe if applicable.

9. Supervision

- The market linkage consultant is expected to report to both ADR in south and to the agriculture project manager and business development specialist at CARE.
- Upon selection, a detailed contract with ADR will be provided, and an updated timeline and schedule agreed upon with ADR.

10. Other Competency

- Ability to interact with coops and business owners.
- Collaborative spirit able to liaise with a wide range of people at all levels
- Experience in agricultural extension is an asset
- Good time management skills and willingness to drive and travel to the field frequently
- Flexible and creative; being able to offer a variety of solutions for any given problem
- Demonstrated attention to detail; ability to follow procedures, meet deadlines and work independently as well as cooperatively with team members. Strong empathy skills and genuine care and respect for needs of others.
- Commitment to humanitarian principles and values

11. How to Apply

Interested candidates, who meet the criteria for this position, may send their offers to hiba.fawaz@adr.org.lb, and also provide copies of relevant portfolio/resume, not later than noon 12 pm Monday, August 31, 2019.