



TERM OF REFERENCE *Market and Business Admin*

I. Background

Center for Development and Integration (CDI) is conducting the Inclusive Growth Programme under the grant of Irish Aid (2020-2021) which aims to develop VietFarm standards for small producers in Viet Nam and promote market links for producers. With partially support from this project, CDI conducts a market link initiative on VietFarm to Table Network starting November 2020.

Objective and purpose the position to support CDI to conduct **VietFarm to Table Network in branding, marketing and manage sales channels.**

II. Scope of work

- Conduct branding for Vietfarm label products
- Conduct digital marketing for VietFarm To Table Network products
- Manage sales through B2C platform of VietFarm2Table Network
- Develop sales into domestic market for VietFarm's products
- Manage Sales Administration of VietFarm to Table Network

III. Package

CDI offer a range of package from 6.000.000 VND to 8.000.000 VND per month (excluding PIT) with condition on sales performance.

In addition, bonus based on sales performance is applied.

Pay and bonus will be based on qualification and capacity of the candidate.

IV. Term

From 01 December 2020 to 30 March 2021, with possibility to based on funding available and satisfactory performance.

Contact:

Center for Development and Integration (CDI) in cooperation with Green Fair Trade & Production Co. Ltd (GFT)

Office: Floor 16th, 169 Nguyen Ngoc Vu, Yen Hoa Ward, Cau Giay District, Ha Noi

Email: info@cdivietnam.org | www.vietfarm.org.vn | www.cdivietnam.org