

Terms of Reference

Export and Marketing Executive – Project Officer

Center for Development and Integration, a Vietnamese NGO that conduct Inclusive Growth Programme where “trade not aid” is a new campaign that promote value chain for farmers into the markets focus to market development for Vietfarm and fairtrade products including Coffee, Tea, Cashew Nuts, fruits etc. See more: <http://www.cd vietnam.org>; www.greenfairtrade.com. We connect Vietnamese farmers and producers with ethnical trading partners and promote the value chain of Vietnam agro-products.

We now look for staff for export market development and marketing.

The objective of the post is

- To explore and operate export potentials for all agro products of Vietfarm products including coffee, tea, nuts and others
- To the market solution interventions and identify potential market for export and domestic based on survey, market analysis
- To design the marketing plan with specific plans for each market segmentations.
- To develop distribution channels including sales agent and online sales channel

Expected results of this position is to realize and operation potential markets and sales of Vietfarm, Fairtrade, and other products in Vietnam and oversea export markets.

The ideal candidate has a proven track record in market development and business operation.

Specific DUTIES

Full operation and function of Alibaba for all greenfair products exports.

Brand Development: develop and conduct social media and social marketing plan including media coverage, media event that promote the image of Vietfarm and brands

Conduct Marketing plan for Vietfarm products including making continuous market survey, product survey, marking plan and marketing tool. Monitor marketing events and locations.

Organise marketing events and programmes to promote domestic sales and brands online and on site.

Responsible line:

The Market Development Executive (Project Officer) will be working together with and reporting to IG Manager, as well as business director of Green Fair Trade and Vietfarm Secretariat.

Reporting: Reporting on a weekly basis on activities and monthly basis on personal development and performance