

## Market Linkages Associate at TechnoServe Kenya

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Company: JobWebKenya

Location: Kenya

Category: other-general

### Job Description

TechnoServe works with enterprising people in the developing world to build competitive farms, businesses and industries. We are a nonprofit organization that develops business solutions to poverty by linking people to information, capital and markets. Our work is rooted in the idea that hardworking people can generate income, jobs and wealth for their families and communities. With more than four decades of proven results, we believe in the power of private enterprise to transform lives. Our success in creating business solutions to poverty is due in large part to our talented and highly committed team. TechnoServe

### Position Description:

TechnoServe seeks an associate to facilitate upstream and downstream relationships for processors of nutritious foods in Kenya, toward creating a more inclusive sector. The associate will assist selected food processors supported under AINFP in three key areas; Smallholder Supply chains, Low Income / Bottom of the Pyramid (BoP) Markets, and High-End Markets.

### DUTIES & RESPONSIBILITIES:

#### Smallholder Supply Chains:

Develop and keep the up-to-date profile of demands / off-takers among food processors in various agricultural value chains

Develop and keep the up-to-date profile of potential Smallholder Farmer suppliers such as individual farmers, groups, primary cooperatives, farmers' unions, etc

Identify and undertake thorough monthly analyses of the demand and supply gap between smallholder farmers and food processors

Organize one-to-one and group platforms for market linkages to facilitate negotiations between suppliers and off-takers.

Facilitate purchase agreements between processors and smallholder farmer groups/cooperatives. Encourage processors to invest resources in smallholder farm production to support quality and reliable supply.

Ensure smallholder farmer groups/cooperatives understand processor product requirements.

Regularly document the results and impact from the linkages formed: new smallholders or aggregators supplying raw materials to food processors, volumes and value of raw materials supplied, etc

### **Low Income / Bottom of the Pyramid (BoP) Markets**

Identify innovative approaches such as digital opportunities to BOP market expansion

Through both secondary and primary information sources, document low-income market channels, behavior and preferences.

Develop and keep roster of key BOP market players and build networks.

Identify food processors with products that are relevant to the BOP market, keep roster and build relationship

Identify strategies to deepen penetration of BoP markets with nutritious foods, including new product development, packaging, pricing and promotion, and development of new distribution channels.

Identification and mobilization of innovative distribution channels, building on existing structures where feasible, e.g. informal retailers, community-based distributors, consumer associations etc.

Build relationship and seal deals between food processors and BOP market distributors through facilitating B2B meetings or other forms of market linkage platforms

Support food processors and BOP market distributors in contracting and contract negotiations.

Regularly document the results and impact from the new distribution channels: new distributors to low income consumers, volumes and value of products sold etc

### **High End Market**

Identify and keep profile of potential high end market buyers (including local and national supermarket chains, wholesalers, retailers, distributors etc) that can source for nutritious foods local processors.

Identify and keep profile of potential food processors that seek and are able to supply to high end markets.

Undertake thorough and regular analyses of high end market buyers, channel, behaviors and preferences

Support the AINFP team to plan and provide technical assistance to food processors to meet market demands of high-end buyers

Assist in contracts development between high end buyers and processors

Regularly document the results and impact from the new distribution channels: new high end buyers, volumes and value of products sold etc

### **Required Skills, Knowledge, Experience and Abilities:**

Bachelor's degree Economics, Business Management, Marketing, or related areas.

At least 2 years' professional experience in food market systems, including experience working in the private sector.

Successful experience linking smallholder farmers with buyers, particularly processors.

Proven experience working with Base of the Pyramid Markets

Experience with agricultural commodities preferred.

Strong analytical skills

Strong interpersonal and cross-cultural skills.

Excellent oral and written presentation skills and good computer skills in business software (Excel, MS Project and PowerPoint).

Excellent verbal and written communication skills.

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