CARIBBEAN AGRICULTURAL RESEARCH AND DEVELOPMENT INSTITUTE

TERMS OF REFERENCE

POSITION TITLE: Marketing/Value Chain Specialist  
COUNTRY: Will conduct project activities in nine project countries, namely, Belize, Dominica, Dominican Republic, Guyana, Jamaica, St. Lucia, St. Vincent & the Grenadines, Suriname and Trinidad & Tobago  
DURATION: 25 working days during the period 17 October 2016 to 10 March 2017

FUNCTION

The Marketing/Value Chain Specialist will work under the supervision of the Regional Project Coordinator (RPC) at CARDI Regional Headquarters, who is responsible for the implementation of the project: “Coconut Industry Development for the Caribbean”.

Outputs: Strengthen the coconut value chain in the nine project countries (Belize, Jamaica, Dominican Republic, St Lucia, St. Vincent & the Grenadines, Dominica, Trinidad & Tobago, Guyana and Suriname) by advising on marketing systems to be utilized and packaging and value-added options. Provide sector stakeholders with a greater understanding of the market opportunities for coconut products in the local, regional and export markets. Also provide improved and more integrated coconut production and market information systems for Group establishment/strengthening.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Activity 2.4.1.1: Groups/Association establishment and/or strengthening. (Exercise will address Group Strengthening, Market Development, Business Development and Administration). (To be done in collaboration with Agribusiness Specialist and Group Dynamics Specialist).  
[17 October 2016 – 15 February 2017 (20)]

Activity 2.4.2.1: Conduct a two day Regional workshop of investment and business opportunities. (This will be done in collaboration with activities in Component 3 of the project and in collaboration with the Group Dynamics Specialist, and Agribusiness Development Consultant).  
[16 February 2017 – 10 March 2017 (5)]

Qualifications

- MSc degree in Agricultural Economics, Agribusiness management, Marketing, or a closely related field.
- At least 7 years of relevant experience in conducting agricultural/rural sector/subsector analytical studies, and/or in planning, design, supervision of agricultural and rural investment operations,
including elaboration of agricultural value chains, and agribusiness investment feasibility studies/food chain analyses/agricultural market studies in developing countries.

- Extensive experience working with and brokering partnerships with public and private sector partners especially in the Caribbean.
- Working knowledge of English.

*The above responsibility statements identify specific duties necessary to attain CARDI’s overall objectives while not precluding the job holder from carrying out other related activities that may be inherent in the job.*