



**GOVERNMENT OF GRENADA**  
**Ministry of Finance, Planning, Economy, Energy & Cooperatives**

**VACANCY**

**MARKET TECHNICAL ASSISTANT (MTA)**  
**MAREP, Sauteurs, St. Patricks**

Through financing agreements reached in 2010 between the Government of Grenada (GOG), the International Fund for Agricultural Development of the United Nations (IFAD) and the Caribbean Development Bank (CDB), the Market Access and Rural Enterprise Development Programme (MAREP) is currently underway.

The goal of MAREP is to contribute to the reduction of rural poverty and vulnerability of rural young unemployed or self-employed men and women in 50 rural communities in Grenada, Carriacou and Petite Martinique, over the next six (6) years.

Applications are now invited from suitably qualified persons to fill the position of **MARKET TECHNICAL ASSISTANT (MTA), Market Access and Enterprise Development (MAED) Component, MAREP**, with duty station in Sauteur's, St. Patrick's.

**Objective of the MAED Component**

The objective of the Market Access and Enterprise Development (MAED) Component of MAREP is to establish and/or consolidate profitable and competitive rural enterprises. The focus will be on strengthening value chains through the provision of the full range of activities that are required to bring products (agricultural and non-agricultural) through to the final consumers. Support will be provided to assist businesses to adopt improved production, processing and marketing technologies and to increase production and sales on a sustainable basis. There will be close coordination with the Human and Social Capital Building and inclusion of Vulnerable Groups Component.

**General Scope of services**

In accordance with the objective of the MAED Component of MAREP, **the MTA will be extensively involved with market research** (empirical and secondary research) and inputting such data into MAREP

database for access and use by Producer Associations, MAREP supported businesses, and SMEs, as well as provide market technical assistance to MAREP, Community Based Organizations (CBOs), Producer Associations, and Small and Micro Enterprises (SMEs), to aid and inform decision making by MAREP, Producer Associations, CBOs and SMEs with respect to the MAED component. The MTA will also assist with designing and development of marketing plans and strategies and coordinating the development of such plans and strategies with CBOs, Producer Associations, supported businesses and SMEs.

### **Main Responsibilities / Specific Scope of Services**

- (a) Supporting the Business Specialist in all matters relating to the Market Access and Business Development component.
- (b) Assist with the conduct and coordination of market research (empirical and secondary research)
- (c) Promote a market-led approach whereby the focus will be on the identification of products – agricultural and non-agricultural – that have the greatest market demand/profitability and, where feasible; foster the development of a contractual relationship between producers and buyers;
- (d) Conducting the input/updating of the market data-base and the analysis of market information, under the supervision and guidance of the BS.
- (e) Training/assisting supported businesses / CBOs / SMEs / producer associations to use the database and include further information that is relevant to their needs; as well as assisting with the coordination and facilitation of access to required support services for market research, marketing strategies and implementation of marketing plan and strategies.
- (f) Organizing the logistics for the negotiation rounds, participation in fairs and other strategic opportunities where the supported businesses / SMEs / CBOs may participate to contact potential buyers.
- (g) Organizing the logistics for tours and visits for supported business persons / SMEs / groups.
- (h) Assisting the BS and supported businesses/organization in obtaining quotations for support services for the development of promotion material (labels, flyers, banners, folders, etc.).
- (i) Provide technical support and training in areas of market research, designing and developing marketing plans and strategies to supported businesses / SMEs including understanding the marketing function in the context of technical aspects of business operation - production, processing, consumer use of products and tastes and recycling etc.
- (j) Help design monitoring and evaluation frameworks for measuring the impact of marketing plans and strategies.
- (k) Help prepare and present reports of studies conducted and other reports required by the Business Specialist and Programme Manager
- (l) Assisting the BS in assessing the completeness of forms delivered by Producers Associations, supported businesses and groups to access the Rural Investment Fund (RIF).
- (m) Supporting the BS in all activities related to the Rural Financial Innovation Fund (RFIF).
- (n) Other relevant duties by the Business Specialists or Programme Manager from time to time

### **Accountability**

The MTA will be responsible and accountable to the Business Specialist and through the Business Specialist to the Programme Manager for the proper performance of his or her duties.

### **Qualifications and Experience**

Qualification: A Bachelors Degree in Business / Marketing / Economics or combinations of relevant certification and experience.

Experience: A minimum of one year experience in business related activities especially in the areas of: Technical assistance to rural micro/small businesses, Analysis of marketing/business information, Basic knowledge of the national business and SME environment, Knowledge of national statistical framework and Knowledge of project preparation and appraisal techniques.

### **Personal Skills and Attributes**

The MTA is required to possess leadership and negotiation skills, ability to identify business opportunities and to link with the private/public sector. The MTA must also possess ability to seek and organize information and have a proactive attitude and willingness to learn new business/marketing skills. Understanding of and hands-on experience with development of rural organizations, working with rural youth, participatory methodologies in a rural poverty context and gender issues are an asset.

**Duration:** 6 years, with contracts renewable after every two years, subject to performance.

**Salary:** salary commensurate with qualifications and experience.

Interested persons should submit **two letters** of application and resume by **Monday August 22, 2011**, with the envelope specifically marked “**Application – Market Technical Assistant**”, with one letter each going to:

**Programme Manager**  
**MAREP**  
**P.O. Box 2972**  
**Programme Management Unit**  
**GIDC Business Complex**  
**Sauteur’s Bus Terminus**  
**St. Patrick’s**  
**Grenada**

**Chairman**  
**MAREP Programme Steering Committee**  
**Ministry of Finance**  
**Financial Complex**  
**Carenage**  
**St. George’s**  
**Grenada**

The said application may also be submitted electronically to: [marepgd@gmail.com](mailto:marepgd@gmail.com) (to MAREP) and [financegrenada@gmail.com](mailto:financegrenada@gmail.com) (to Ministry of Finance). The subject of the email should read: **Application – Market Technical Assistant**. Please email one application – the same application, to each address!

**Only shortlisted candidates will be contacted!**