



# The Food Heritage Foundation

## TERMS OF REFERENCE

### Business Development Expert

The Food Heritage Foundation (FHF) is a non-profit organization that strongly believes in local food heritage being a potent tool for economic development. The FHF aims to revive traditional cuisine and local produce and promotes the livelihoods of rural producers and processors through rural-urban linkages. FHF has been implementing capacity building projects throughout Lebanon promoting the local food system, supporting the livelihoods of small-scale farmers/producers, and fostering sustainability.

FHF is currently implementing a project aiming at fostering food security while promoting resilience and adaptation capacities of vulnerable small and medium-sized agricultural enterprises. The project is implemented by FHF in partnership with GIZ and is commissioned by BMZ.

Within this project, FHF is seeking to recruit a **Business Development Expert** with experience in training and coaching businesses, who shall support the project in developing its sustainability strategy, and accordingly developing its communication and marketing strategy and implementing it.

### Scope of Work

The Business Development Officer will be primarily responsible of the following activities:

- Develop and implement marketing and technical strategy to support the sustainability of the project mission
- Develop strategies for business assessments and the development and upgrading of business plan.
- Develop and deliver training and coaching sessions based on beneficiaries needs, while focusing on the implementation of the circular economy approach.
- Identify business capacity building needs and develop and implement relevant business development activities.
- Supervise and follow up on business development-related activities conducted by the project's consultants and ensure consistent quality approach among them.
- Develop and submit reports as and when required.
- Relocate and face longer commute as and when required.



## **Essential Minimum Qualifications**

- Bachelor's degree in public relations, business, communication or a similar subject
- At least 5 years of business development experience
- Demonstrated experience in developing and implementing marketing and communication strategies
- Demonstrated experience in training and coaching businesses
- Good teamwork and communication skills
- Good reporting skills
- Excellent knowledge of Arabic and English languages

## **Period**

- 18 months from January 2023 to June 2024 with probation period of 3 months

## **How to Apply**

- Deadline to submit CV: January 10, 2023
- Interested candidates should send their CV to: [info@food-heritage.org](mailto:info@food-heritage.org)