



# **The Food Heritage Foundation**

## **Terms of Reference**

### **Marketing Officer**

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 full-time Marketing Officer with an extensive experience in marketing and knowledge of the private sector. He/she shall work closely with the marketing unit to develop and implement an efficient marketing strategy that would ensure offering the project's beneficiaries marketing opportunities. He/she directly coordinates with the project coordinator.

### **Scope of Work**

The Outreach Marketing Officer will be primarily responsible of the following activities:

- Support the development of the project's marketing strategy in collaboration with the marketing unit
- Support beneficiaries' businesses by creating linkages with the private sector and FHF established marketing channels
- Conduct market assessment and organize meetings with the private sector and relevant stakeholders to ensure visibility of the project's beneficiaries
- Provision of support by addressing the entities' marketing gaps and conducting relevant marketing-related coaching sessions when needed.



- Design an online marketing campaign and follow up on its implementation, to provide visibility to the businesses supported through this project.
- Relocate or face a longer commute as and when required

### **Essential Minimum Qualifications**

- A university degree in business, marketing, or any relevant field
- Minimum 3 years of previous job experience relevant to the function or a related field
- Knowledge of local market actors
- Experience working with the private sector
- Excellent communication skills
- Good reporting skills
- Excellent knowledge of Arabic and English languages

### **Period**

- 12 months from January 2023 to January 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)