



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.
- Overview training curriculum related to business development, and provide assistance to trainers to ensure the cohesion of the applied methodology and that the delivered curriculum and activities are aligned with the circular economy approach and gender mainstreaming.
- Provide feedback on conducted coaching sessions' outcomes and developed business plans.
- 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

- Advanced degree in business administration, public relations, marketing or a similar subject.
- At least 10 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: March 20, 2022
- Interested candidates should send their CV to: info@food-heritage.org