**Food and Agriculture Organization (FAO) Technical Cooperation Programme (TCP) Project: TCP/STK/3501 - Technical assistance to promote agricultural diversification towards the reduction of the importation/import bill of selected crops – onions, and cole crops**

**CALL FOR EXPRESSION OF INTEREST – TCDC Marketing Specialist**

**Background**

The ever-increasing prices for imported food, caused by rising energy prices and lower global production levels are a major food-security concern for St. Kitts and Nevis (classified as a Net-Food Importing Developing Country). The Government of St. Kitts and Nevis, in its Agriculture Development Strategy (2006-2011), introduced ‘Operation Food Security’ with the aim of expanding domestic production and encouraging higher consumption of local products. In addition, the Government sought the assistance of the Food and Agriculture Organization (FAO) to support the promotion of agricultural diversification and value chain development of two key crops in order to increase their production and support import substitution. The project *TCP/STK/3501 - Technical assistance to promote agricultural diversification towards the reduction of the importation/import bill of selected crops – onions, and cole crops* has been formulated in response to this request. The project was approved in November 2014 and implementation is to begin shortly.

A **Marketing Specialist** is to be recruited under FAO’s *Technical Cooperation among Developing Countries* (TCDC) partnership programme to conduct activities that contribute towards one of the components of the project.

The Expression of Interest (EoI) should include a covering letter, detailed *Curriculum Vitae* with names and contact information for at least two References and any other information that will assist with the evaluation process.

The EoI documentation should be sent via email to [ruth.elcock@fao.org](mailto:ruth.elcock@fao.org), copied to [kittitianposse@hotmail.com](mailto:kittitianposse@hotmail.com), on or before the deadline of **Friday 27 February 2015,** with the subject line ‘*Expression of Interest – TCDC Marketing Specialist (TCP/STK/3501)*’

The full Terms of Reference are as follows:

**Terms of Reference for TCDC Marketing Specialist**

Under the general supervision of Sub-Regional Coordinator (SRC) for the Caribbean as the budget holder and the technical supervision of the Lead Technical Unit for the project (AGS) and the SLC Multidisciplinary Team and in close collaboration with the National Project Coordinator (Department of Agriculture St. Kitts and Nevis), the Consultant will undertake the following duties / tasks in three Missions:

* Carry out a review of markets for locally produced onion and cole crops and determine market opportunities and feasibility for supplying these crops, fostering linkages with retail outlets, supermarkets and the hotel industry
* Support the establishment of linkages between farmers and markets and institutions.
* Provide inputs to and support the Farmer Field School (FFS) master trainer in developing a marketing module for the field school Provide marketing training for stakeholders in the onion and cole crops value chain.
* Develop a detailed marketing strategy for the two target crops (onion or cole) and an Action Plan for the implementation of the strategy for one of the crops, preferably onions: ensure that activities of the FFS and post-harvest training are integrated into the marketing strategy
* Support the implementation the action plan as a pilot in close collaboration with relevant agency within the Ministry of Agriculture
* Review the implementation of the pilot action plan, identify challenges and make recommendations on the next steps, including how the lessons learnt could be applied to the marketing of the other target crops
* Develop a marketing module for use by the Farmer Field School master trainer in the field school
* Prepare reports for each of the three missions as well as an end of assignment report, summarizing key activities and achievements, together recommendations.

Duration: 30 days in 3 missions (2 or 3 five-day missions and remaining desk work)

Qualifications and Experience:

* A graduate in marketing and sales, with at least 10 years of professional experience.
* A post-graduate degree, with expertise in the marketing of agricultural crops (or equivalent) is desirable as is work experience in the Caribbean.
* Knowledge of addressing gender issues and /or practice in implementing gender mainstreaming in projects will be an asset.
* Fluency in English is essential

**Duty Station:**

Home base and St. Kitts and Nevis.