



## About Megha LAMP Project

Meghalaya Livelihoods and Access to Markets Project (Megha LAMP) initiated by the Meghalaya government in 2015, aims to improve the family incomes in rural areas through developing market linkages and agri-value chains for sustainable livelihood. The project is designed around developing expanded and sustainable livelihood opportunities adapted to the hill environment and to the effects of climate change. Currently the project covers 1350 villages in 18 blocks across all 11 districts of the state.

The project is supported by International Fund for Agriculture Development (IFAD) and implemented by the Meghalaya Basin Management Agency (MBMA). IDH Sustainable Trade Initiative ("IDH"), a Netherlands headquartered international organization that specializes in convening and partnership building among private and public sector players would support the MBMA team in its endeavour to establishing effective market linkages for the Megha LAMP project with specific focus on spices produced in the state. IDH would utilize its expertise and project experience on improving livelihoods of millions of smallholder farmers in India through its tested model of combining value chain development with market transformation and enabling innovative solutions for farmer advisory and access to finance.

As a part of the project activities, a critical activity is to develop the village level aggregators to provide the support required to establish and build the platform for a long term market linkage focused on Ginger, Pepper & Turmeric. Another important work is to manage the key partnerships with key stakeholder for the project and to this end, MBMA is recruiting a

## **Partnership/Marketing Manager – Meghalaya**

Based in Shillong, India

### What you'll do

The "Partnership/Marketing Manager" will be responsible to help coordinate and deliver local market linkages for ginger, pepper, and turmeric in Meghalaya within the ambit of the Meghalaya Livelihoods and Access to Markets Project (Megha-LAMP). This individual will also be the primary contact(SPOC) between MBMA and IDH, hired and contracted by MBMA but be accountable to IDH for the work plan and overall delivery on the project.

### Expected Outcomes

As the Partnership/Marketing Manager, the individual will be supporting the project team at MBMA to meet its critical outcomes listed below

- To establish and strengthen supply chain relations between processors/buyers and ginger, turmeric, and black pepper farmers in their sourcing areas within Meghalaya
- To establish stronger market linkages and better market access for growers and traders dealing with ginger, turmeric, and pepper in Meghalaya to higher value markets.
- Developing capacity and supporting Aggregators and Farmers Producers Organization (FPOs)/Farmers Interest Groups (FIGs) in Meghalaya in building their capacity in relation to producing and supplying as per the market requirements.

As partnership/marketing manager, you will also help to translate strategic plans and decisions into action and help to ensure that the programs run smoothly.

## Key Responsibility Area (KRA)

- **Program Support and Implementation:** Responsibilities will include creating reports, project plan updates, budget management, implementation on a project level and monitoring & evaluation activities, as well as gathering, collating and analysis of required information.
- **Management of Implementation Partners:** Responsible for working with the field-level partners to ensure the effective implementation of the work on the ground, and achievement of deliverables according to IDH reporting guidelines and set KPIs agreed for the Megha LAMP project.
- **Stakeholder management:** Maintain connections and strengthen supply chain relations with program stakeholders like spice farmers, aggregators, and the traders / processors in their sourcing areas. Support outreach to drive the adoption of more sustainable practices in the industry by convening key stakeholders. Support the multi-stakeholder process in enhancing program governance and partnerships between IDH and other stakeholders.
- **Meetings, events and workshops:** Responsible for logistics, reporting and review of meetings, events and workshops of IDH, MBMBA, and partners. Support the planning, organization and coordination of the mentioned above meetings, events and workshops as required for the successful implementation of Megha LAMP.
- **Learning & Communications:** Working with the learning & Communication team to facilitate the, and position the work that is being done by MBMA and IDH in Megha LAMP in collaboration with the Communications officer - India.
- **Other Programs:** You provide all around key support to the IDH India Program Managers. The SPMO will be guided and expected to take up certain roles within Megha LAMP, as required by the IDH India Country Director.

## Apply for this role if you:

- Are pro-active and self-driven, can work independently
- Are results-oriented, yet flexible and hands-on, ability to execute given projects quickly and thoroughly
- Are comfortable can navigating through organizational operational protocols and erptools
- Are active, service and detail-oriented, analytical, structured and business minded.
- Are able to capture complex or prospective ideas into concise, high impact briefs for discussion
- Have the ability to organize and prioritize work, multitask and meet strict timelines.
- Are agile when it comes to changing priorities, taking appropriate initiative and able to assume final responsibility for service delivery.
- Believe that no activity is too small or too unimportant to be delivered by you if it has an impact on the larger objective!

***You will have previous experience in project management, business development or marketing background, worked with the private sector, problem solving, stakeholder management, and sustainability. You must have a track record of a strong individual contributor and must a team player, with around 5-8years of experience.***

## Requirements

### *Essential skills & competencies*

- Working and thinking at Master's degree level, preferably in business, agricultural economics, sustainable development or another relevant field of expertise;
- Proven ability to establish strong relationships and build rapport with stakeholders and clients;
- 5 years + working experience in rural environment of India.
- Excellent spoken and written communication skills in English, Hindi and/or (Khasi, Garo Jaintia). Experience in research, writing papers/ proposals and conducting meetings with farmers, village traders, spice processors etc.
- Affinity with sustainability, international trade, supply chains and/or agri commodities.
- Strong analytical and interpersonal skills;
- Knowledge and thinking on agri-value chain development and understanding of critical sustainability challenges in (agricultural) value chains.
- The ability to think conceptually around complex issues;
- Experience in project management and operations eg: Working on ERP, CRM, monitoring and evaluation frameworks, Project reporting and budgeting
- Proficiency in Microsoft Office, especially a very good working knowledge of MS Excel and PowerPoint.
- Willingness to travel extensively and stay in rural Meghalaya.

### *Desirable skills*

- Private sector experience
- Written and spoken skills in Hindi, English and Khasi, Garo and Jaintia.
- Working experience and knowledge of the agri sector, spice value chains, and sustainability issues in North East India
- Experience in working with virtual or remote team members.

## Conditions

This is a full-time position, initially for two years with a 3 month probationary period; and with the intention to extend. We offer a competitive salary (depending on seniority and experience).

Interested and qualified candidates are invited to send their CV to [komal.malhotra@ttcglobal.com](mailto:komal.malhotra@ttcglobal.com)

marking cc to [naithani@idhtrade.org](mailto:naithani@idhtrade.org)

Candidates should have permission to work in India.

### **Meghalaya Basin Management Agency (Head Office)**

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