

RURAL SUPPORT PROGRAMMES NETWORK (RSPN)

JOB DESCRIPTION		HR#002
1.0 Position Summary		
1.1 Position: Capacity Building & Marketing Coordinator	1.2 Department/Project: Delivering Accelerated Family Planning in Pakistan (DAFPAK)	
1.3 Category/Grade: Professional - 1	1.4 Duty Station: Islamabad with frequent travel to the project areas in Sindh and Punjab	
1.5 Reporting to: Project Manager, DAFPAK		
2.0 Job Responsibilities		
<p>RSPN is implementing the project titled 'Delivering Accelerated Family Planning in Pakistan (DAFPAK) in six districts of Punjab and Sindh Provinces, i.e., Bahawalpur, Rahim Yar Khan, Toba Tek Singh, Jhang, Shikarpur and Kambar ShahdadKot. The project is funded by FCDO through Population Services International (PSI) and focuses on sensitisation of organised communities in six districts on Health specially Family Planning, Nutrition and Hygiene through social mobilisation and doorstep service delivery approach. RSPN is working with organised communities for the identification of Community Resource Persons (CRPs) who conduct door-to-door visits for sensitisation of the communities on birth spacing issues and sale of health and hygiene products.</p> <p>Based on the learnings from the project districts, RSPN intends to strengthen the Business in Box (BIB) operations in all districts with special focus on Bahawalpur where RSPN is going to digitise all the BIB activities with 200 CRPs. The concept is to build upon existing rural outreach of RSPN to develop technology oriented and economically empowered, rural women sales forces, to deliver products and services for a range of commercial companies, donors, communities as well as the Public Sector, while achieving financial sustainability.</p> <p>Capacity Building & Marketing Coordinator will play a vital role in overseeing and optimising the commercial aspects of the project's operations. His/her primary responsibility will be to manage and enhance profitability, performance and business growth through strategic planning, effective negotiations, and strong relationship with management with vendors and stakeholders.</p> <p>Key Responsibilities:</p> <ul style="list-style-type: none"> i) Review BIB existing business model and current product mix for improvements and identify new business opportunities, potential clients, and markets to expand the project's customer base. ii) Identify and assess potential risks, such as market fluctuations, regulatory changes, or contractual issues, and develop strategies to mitigate them. iii) Develop and maintain relationships with suppliers / partners and industry associations to enhance business opportunities and stay updated on industry developments and mechanisms. iv) Capacity building of DAFPAK project team and field force on commercial / business development aspects of the project. v) Develop project's sales and marketing strategy/pitch. vi) Monitor CRP sales and conduct analysis of sales data of each product/CRP in project districts and implement improvements to optimise CRP's sales performance. vii) Design promotional strategies for different products and train CRPs to improve sales. viii) Monitor financial performance and determine pricing strategies based on market analysis, sales figures, costs, and expenses. ix) Prepare and present regular financial reports and forecasts to senior management, highlighting key metrics, trends, and opportunities for improvement. x) Ensure compliance with relevant laws, regulations, and RSPN / donor policies. xi) Assist and support the Project Manager DAFPAK and project team in undertaking project activities. 		

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xii) Perform any other relevant official assignment given by the Supervisor or RSPN Management.

3.0 Required Qualifications, Experience and Skills

3.1 Education:

- Master's degree in Business Administration, Marketing or relevant field;

Note: 4-year Bachelor (Hons) degree after 12-year schooling will be considered equivalent to Masters' degree.

3.2 Experience:

- Minimum of 3 years relevant work experience;
- Proven experience of coordinating and working with a range of stakeholders;
- Experience of working with a distribution company will be an advantage.

3.3 Skills:

- The role requires a combination of business expertise, sales acumen, in-depth understanding of competitive market, strong negotiation and analytical skills and strategic thinking.