

American India Foundation (AIF) - Market Linkage Officer

Position: Market Linkage Officer

Program: MAST

Reporting Relationship: Program Manager- Livelihoods/Project Coordinator

Location: Madhya Pradesh

No of Positions: 1

Duration: 12 months

Nature of Employment: Contractual

Background:

The American India Foundation is committed to improving the lives of India's underprivileged, with a special focus on women, children, and youth. AIF does this through high impact interventions in education, health, and livelihoods, because poverty is multidimensional. AIF's unique value proposition is its broad engagement between communities, civil society, and expertise, thereby building a lasting bridge between the United States and India. With offices in New York and California, twelve chapters across the U.S., and India operations headquartered in Delhi NCR, AIF has impacted **8.4 million** lives across **26 states** of India. Learn more at www.AIF.org

About the Livelihoods Program:

AIF's Livelihoods program envisions a world where poor and vulnerable communities have access to dignified work opportunities, empowering them with sustainable livelihoods. Since 2006, our Livelihoods program has, directly and indirectly, reached more than 1.2 million beneficiaries. To enable a razor-sharp focus on the country's livelihood issues, AIF has also initiated the Market Aligned Skills Foundation (MASF), a Section-8 company envisioned as a social start-up. Closely aligned to the Global Sustainable Development Goals, the program's 'Vision 2030' focuses on seven "Pathways to Impact" with the goal of creating two million livelihoods and overall reaching out to ten million lives.

Pathways to Impact

1. **MAST 2.0:** Provide Market Aligned Skills Training and Employment as per need of the geography
2. **ABLE 2.0:** Create Career Pathways for Persons with Disabilities
3. **Entrepreneurana:** Create Sustainable Income for Street Vendors
4. **Engage to Empower:** Create Aspirational Career Pathways for Youth and Women
5. **Harit Jeevika:** Create Sustainable Green Livelihoods
6. **Aatmnirbhar:** Create Sustainable Rural Livelihoods for Migrant Families or Women
7. **Grameen Jobs:** Create remote/multi skills jobs for rural youth within their local areas

Job Deliverables:

Key Roles & Responsibilities:

1. Contribute insights in market research/scoping study and partnerships with the senior management team for organizational strategy and planning;
2. Conduct market research for identifying prospective market linkage partners;
3. Contact, negotiate and create partnership opportunities with prospects;
4. Coordinate with the harvest managing operations team to update the harvest projections;
5. Build relations with market partners to strike better deals – 100% digital money transactions, more volume buyout commitment, etc;
6. Develop and manage market linkage partnerships.
7. Initiate and liaise between buyers and importers and manage relationships with them
8. Organize and support the self-help groups, in participating in international trade shows and targeted buyer meetings.
9. Support regional and sector promotion through brand development.
10. Conduct targeted research on new markets, potential buyers and investors, product trends, marketing strategy, etc.
11. To maintain and update necessary periodic reports and documentation as required in the project
12. Any other task/responsibility assigned by the line manager

Key Skills:

1. Graduate/Post Graduate in any discipline with specialization in Marketing or Social Work would be preferred or a similar discipline.
2. Minimum of five (5) years of experience working in rural entrepreneurship development
3. Strong writing and speaking skills in English and in Hindi
4. Direct experience in marketing, import/export and relationship management.
5. Self-starter with excellent interpersonal skills and a team player; able to work independently.
6. Sound knowledge and experience in using Word, PowerPoint, Excel and other Microsoft office software programs.
7. Experience in website management and graphics programs is desirable.
8. Product design, both design and graphic design experience a plus.
9. Willingness to travel 50-75% of the time.
10. Organized and able to create multiple timelines, budgets, and schedules
11. Able to multitask, prioritize, and manage time efficiently
12. Ability to work under pressure and disciplined

How to apply:

Application Process: To apply for this position, send your CV and covering letter describing how you meet the specifications for this role and what you bring to it to career.livelihoods@aif.org with subject line “**State Coordinator- Livelihoods**”.

Last day to apply: 12th July 2022

Only applications of short-listed candidates will be acknowledged.