



VACANCY ANNOUNCEMENT

Marketing Officer

ADRA Mongolia is seeking a dynamic and experienced candidate to serve as the Marketing Officer for the “Upscaling Partnership for Organic Agriculture” (UPOAg) project. The project is being implemented in Selenge and Darkhan-Uul provinces, with funding from the German Federal Ministry for Economic Cooperation and Development (BMZ). The objective of the UPOAg project is to improve the livelihoods of small-scale farmers and agricultural cooperatives by scaling up certified organic production, enhancing market access, and promoting an enabling environment for the sustainable development of the organic sector through a multi-actor platform approach.

Job Summary

The Marketing Officer is a full-time position, based in Ulaanbaatar City, responsible for facilitating and coordinating the cluster organic value chain development from Selenge and Darkhan-Uul provinces, promoting organic and off-season product development, creating participatory marketing, business plans and value chain and local brand development strategies, assisting in production sale increase and implementing all activities related to marketing and business development services under the supervision and guidance of the Project Manager.

Main Duties:

- Organize marketing events at the local and national levels and targeted marketing activities for organic enthusiasts
- Support organic sale points and organize product supply meetings to link beneficiaries with regional and national markets
- Support and work closely with a multi-actor partnership platform to develop an organic value chain, a local brand, and map commercial and logistics structures
- Coordinate and support the project beneficiaries to develop a common production and marketing strategy for organic and off-season value-added products, as well as business and new innovative marketing strategies
- Provide technical assistance to beneficiaries to develop potential off-season business
- Organize consumer awareness increasing activities
- Undertake market assessment and analysis, disseminate findings and market data with beneficiaries and stakeholders
- Coordinate and organize brand, cluster, business, and marketing training in the field
- Prepare monthly, quarterly, and annual reports for the Project Manager
- Perform other duties as required by the supervisor

Qualifications:

- Bachelor's degree in marketing, communications, economics, business administration, and/or related field
- Knowledge and awareness of the current market developments and trends
- Proven technical skills in conducting general and specialized market research
- Proven experience in successfully marketing agricultural products
- Proven experience in agricultural product development and market growth in partnership with multiple stakeholders
- Skills to plan, organize, and conduct various marketing and promotional events
- Ability to develop an effective participatory business plan and value chain strategies

- Effective communication, liaison, and negotiation skills
- Excellent working knowledge of Microsoft Office software and basic computer skills
- Able to travel in the field frequently
- Previous work experience for international development organizations is an asset

APPLY NOW

Interested candidates should send the following documents to hr@adra.org.mn:

- One-page cover letter explaining the interest in and suitability for the position
- CV highlighting the required qualifications and criteria
- Names and contact details of 1-2 professional references, including previous employers
- ADRA's job application form downloaded from www.adra.org.mn/join-our-team/. Ensure all sections are fully answered.

Only shortlisted candidates will be contacted. No phone calls accepted.

