



Job Description: sourcing, product development & marketing specialist

About SEEDS

SEEDS is a not-for-profit organization that helps make communities resilient through comprehensive interventions in the areas of disaster recovery, response, and preparedness. Since 1994, the organization has worked extensively on every major disaster in the Indian subcontinent, integrating locally-based approach to building long-term resilience of the communities it serves. As SEEDS looks at completing 26 years of outstanding service to humanity, it is re-anchoring its approach to building resilience through innovation.

Position

Sourcing, product development & marketing specialist, MSME will help with implementing projects to support MSMEs. They would need to manage data collection, skill development programs and livelihood enhancement efforts under the guidance of Senior Director, Project Management and Control.

Responsibilities:

Sourcing

1. **Plan and manage overall sourcing strategy**
2. **Build relationships with entrepreneurs/artisans from tribal communities, agencies working with tribal communities**
3. **Negotiate and develop pricing and quality control of products**
4. **Keep abreast of industry and market trends and best practices**

Product Development

1. **Selection of artisan/artisan products for the project**
2. **Manage new product development by driving specifications, timelines, costs, packaging, shipping.**
3. **Ensure product availability and review inventories**
4. **Nurture innovation through new product design, material selection, and production.**
5. **Establish knowledge base of the product - cost factors, market, material, rates, compliances**

Marketing

1. **Test new products**
2. **Develop product messaging that differentiates products promoted in the project from others in the market**
3. **Communicate the vision and value of products to the sales and outreach teams/agencies**
4. **Use market research data to determine product pricing**
5. **Managing cost negotiation of products with artisans and customers focusing on optimising selection based on cost, quality, reliability, capacity, and compliance**
6. **Develop and implement promotional activities such as exhibitions, online sales**
7. **Create content such as case studies, videos, website copy and blog posts**
8. **Gain insight into customer use of current products, untapped opportunities, and buyer personas.**
- 9.

Requirements

- a) **Qualifications / Skills:**
 - Networking with private and government organizations
 - Marketing of assessments for tribal products
 - Training needs assessment
 - Coordination with NGOs and government agencies
 - Communication processes
 - Data collection and analysis

b) Education and Experience:

- PG Diploma in rural development/ MBA in marketing with experience of marketing arts and crafts made by rural artisans
- 2+ years of experience in similar role

We value

- Ability to make considered and effective decisions and take clear action to address issues
- Attention to detail to spot challenges and opportunities
- Ability to collaborate with teams in a multi-cultural, multi-disciplinary environment
- Strong analytical and persuasion/negotiation skills, with the ability to influence, negotiate, motivate, advocate, and resolve conflict
- Ability to succeed in often interrupt-driven, ambiguous, and highly flexible environments
- Ability to work and deliver independently as well as be part of a team

Location

New Delhi, India

Travel

Willing to travel up to 20% of the time, sometimes in emergency situations

Term

2 years

How to Apply

Candidates with a passion to work in the humanitarian sector and with the above qualifications and experience may apply to joinus@seedsindia.org with the subject `sourcing, product development & marketing specialist in SEEDS -Delhi Office' latest by 19th December 2020. We are an equal opportunity employer and value diversity at our organisation. **Please mention your current and expected salary, and joining time required.**

For information about the organisation, visit us at www.seedsindia.org.