

Term of Reference

Job Title: Marketing and Business Coordinator

Job type: full-time

Background

The Sumatran rainforest is home to diverse ecosystems and endangered species, including the Sumatran orangutan. Local communities living near the rainforest play a crucial role in its protection. Sustainable livelihoods, such as honey bee farming (apiculture/meliponiculture), have been identified as a key strategy to promote conservation while providing economic benefits to these communities.

The Marketing and Business Coordinator will be responsible for supporting these small communities in building a sustainable brand for their honey bee products, ensuring that their efforts contribute to the protection of the rainforest. This role will involve working closely with community members, local organizations, and other stakeholders to develop and implement effective marketing and business strategies.

Objectives of the Position

- **Brand Development:** Assist small community honey bee farmers in creating a strong, recognizable brand that reflects their commitment to sustainability and rainforest protection.
- **Market Access:** Facilitate access to local, national, and international markets for honey and other bee-related products, ensuring fair prices and sustainable practices.
- **Business Growth:** Support the growth of honey bee farming enterprises through business planning, financial management, and capacity building.
- **Community Engagement:** Strengthen community participation and ownership in the business development process, ensuring alignment with conservation goals.
- **Awareness and Advocacy:** Promote the benefits of sustainable honey bee farming as a means to protect the rainforest and improve local livelihoods.

Key Responsibilities

1. **Brand Development:**
 - Develop a strong brand identity for the honey bee farming communities, highlighting their unique selling points and commitment to rainforest protection.
 - Create compelling brand messaging and storytelling to resonate with target audiences.
 - Develop visual identity elements, including logos, packaging, and marketing materials.
2. **Market Research and Analysis:**
 - Conduct thorough market research to identify target markets, consumer preferences, and competitive landscape.
 - Analyze market trends and opportunities to inform marketing strategies.
 - Identify potential distribution channels and partnerships.
3. **Marketing and Sales:**

- Develop and execute marketing plans to promote honey products and the communities' brand.
 - Manage online and offline marketing channels, including social media, website, and public relations.
 - Build relationships with potential customers, distributors, and retailers.
 - Manage sales processes, including order fulfillment and customer service.
4. Business Development:
- Identify and explore new business opportunities for the honey bee farming communities.
 - Develop partnerships with relevant organizations and stakeholders.
 - Provide business development support to community members.
 - Sustainability and Impact Measurement:
 - Develop and implement systems to measure the social and environmental impact of the project.
 - Ensure that all marketing and business activities align with sustainability principles.

Required Qualifications and Experience

- Education: A degree in Marketing, Business Administration, Agriculture, or a related field.
- Experience: Minimum of 3-5 years of experience in marketing, brand development, or business management, preferably in the agricultural or sustainable development sectors.
- Skills:
 - Strong understanding of market dynamics and consumer behavior.
 - Experience in brand development and product marketing.
 - Financial literacy and experience in business planning.
 - Excellent communication and interpersonal skills.
 - Ability to work with diverse communities and stakeholders.
 - Proficiency in relevant software (e.g., Microsoft Office, marketing tools).
- Language: Proficiency in Bahasa Indonesia and English.
- Personal Attributes
 - Cultural Sensitivity: Ability to work effectively in a multicultural environment and with local communities.
 - Commitment: Passionate about conservation and sustainable development.
 - Adaptability: Flexibility to work in remote locations and adapt to changing circumstances.
 - Leadership: Ability to inspire and motivate community members and colleagues.

Application Process

Interested candidates are invited to submit their application, including a CV and a cover letter explaining their suitability for the position, to hrd@yel.or.id by mention in email subject: Name_CV Marcom not later than 11 September 2024