

TERMS OF REFERENCE –SUPPORT TRAINER FOR MARKETING AND BRANDING

PROJECT/GENERAL OVERVIEW

E4Impact Foundation is one of the implementing partners in the ARABIKA project. ARABIKA stands for *Action to Re-Launch Agriculture and Branding Internationalization of Kenyan Coffee in and out of Africa* and the project focuses on the coffee supply chain by acting on the quality improvement component, capacity building of farmer cooperatives and branding / marketing of their coffee produce. We are looking to contract a Trainer for green coffee analysis who will be responsible for implementing the following tasks:

MAIN TASKS

- Training cooperative managers on a broad understanding on matters related to green coffee quality, production and how it affects retail for purposes of better branding and marketing of their coffee.
- Training cooperative managers on the basics of green bean defects and how it affects price for purposes of better branding and marketing of their coffee.
- Support the E4Impact trainers from a practitioners and industry perspective by sharing knowledge and insights on the challenges and opportunities related to branding and marketing of Kenyan coffee both locally and abroad.

QUALIFICATIONS AND PROFESSIONAL EXPERIENCE REQUIRED

- Bachelors of Food Science and Technology or related sectors.
- Minimum of 5 years of experience in activities related to the development of commercial networks and business development in general in Kenya.
- Proven experience in managing development cooperation projects related to coffee in Kenya.
- Knowledge of the coffee sector in Kenya.
- Extensive network of contacts with operators of the coffee value chain in Kenya.

- Proven teamwork experience.
- Excellent communication and writing skills.
- Track record of successful completion of similar assignments.
- Willingness and flexibility to work within the required deadline.
- Excellent ability to use the Office package, Internet, database and data management systems.

How to apply

If you possess the necessary qualifications and experience, you can apply by sending your cover letter and CV to hr.kenya@e4impact.org before **5th September 2022** with the Subject line: RECRUITMENT – SUPPORT TRAINER FOR MARKETING AND BRANDING