



**Food and Agriculture Organization  
of the United Nations**

## **CALL FOR EXPRESSIONS OF INTEREST**

Consultant – Marketing and Resource Mobilization – FAO-Rural Poverty Reduction Programme (SP3)

Contract duration: from EOD through end-2017

Vacancy No. IRC3981

Deadline for Applications: 7 April, 2017

### **Tasks and responsibilities:**

FAO's five **Strategic Programmes (SP)** express the development outcomes, in countries, regions and globally, expected to be achieved over a long-term (ten-year) timeframe, by FAO Member countries, based on FAO's value-added interventions.

The five Strategic Programmes of FAO's Strategic Framework are directly linked to the Global Goals of FAO and have **indicators of achievement**. Concrete **Action Plans** describe the overall approach that FAO uses to tackle the issues and problems identified under each Strategic Programme. The five Strategic Programmes are:

1. Contribute to the eradication of hunger, food insecurity and malnutrition
2. Increase and improve provision of goods and services from agriculture, forestry and fisheries in a sustainable manner
3. Reduce rural poverty
4. Enable more inclusive and efficient agricultural and food systems at local, national and international levels
5. Increase the resilience of livelihoods to threats and crises

Under its **Strategic Programme 3 (Reduce Rural Poverty) (SP3)**, FAO is helping to fight rural poverty by promoting an integrated approach to rural development, which seeks to improve rural livelihoods through interventions aiming at dynamizing and diversifying the rural economy at large. Through an integrated approach, FAO brings together six key areas of programmatic support: (i) strengthening of rural institutions and producer organisations; (ii) improving smallholder productivity and market access; (iii) enabling equal access and sustainable management of productive resources; (iv) improving rural infrastructure and services; (v) enhancing farm and non-farm decent rural employment opportunities; and (vi) strengthening social protection for rural populations. FAO puts special emphasis on addressing the needs of rural women and youth.

**Regional Initiatives (RIs)** are the main implementation mechanism for FAO's interventions. The SP3 Management Team is supervising/providing support for the implementation of three Regional Initiatives that focus on Rural Poverty Reduction NENA Region, Eastern Europe, Latin America and the Caribbean.

**Country Programming Frameworks (CPF)** are key elements of FAO country programming process. A CPF includes: (i) national priority setting when requested by the government and delineates national development objectives on agriculture, food security and rural development; (ii) FAOs Country Programming Framework (CPF), and (iii) FAOs Country Work Plan (CWP). The CPFs is where development goals of the country (SDGs) and FAOs five Strategic Programmes "meet".

In close collaboration with the TCS team on Marketing, Outreach and Reporting (TCS3), the incumbent will lead and implement the SP3 Management Team's Marketing and Resource Mobilization efforts to

support the implementation of programmes and projects at country (CPFs), sub-regional, Regional (RIs) and HQ level. Based on the SP3 marketing strategy and action plan, he/she will:

- Identify and map all (potential and ongoing) financial partners relevant to SP3 (Institutional financial partners, philanthropic organizations, private sector,etc.);
- Analyze donor strategies and priorities, and provide support to regions/country/HQ specific-related requests on resource mobilization;
- Identify concrete funding opportunities (calls for proposals,..) and contribute to the formulation of proposals;
- Maintain regular contact/collaboration with TCS3, Regional/Sub-regional Offices, Country offices, HQ technical divisions - on marketing, resource mobilization, donor liaising and partnerships matters.
- Engage with countries and Regional Initiatives in identifying funding opportunities and collaborate closely with TCS3 in enhancing their communication outreach approach to increase visibility and attract donors' interest;
- Perform other related tasks as requested.

### **Candidates should meet the following requirements:**

#### **Academic Qualifications**

- Advanced University degree in business administration, marketing and/or related field
- Excellent written and spoken English

#### **Technical Competencies and Experience**

- Good analytical skills, effective teamwork and communication skills
- At least 5 years of relevant experience and knowledge of and the UN system (regional or field experience desirable)

#### **Additional Information**

FAO seeks gender, geographical and linguistic diversity in its staff and international consultants in order to best serve FAO Members in all regions.

All candidates should adhere to FAO values of Commitment to FAO, Respect for All and Integrity and Transparency.

#### **How to apply**

All applications are to be made through FAO's [iRecruitment](#) system. Click on the link below to access [iRecruitment](#), complete your online profile and apply for this Call for Expression of Interest.

<http://www.fao.org/employment/recruitment-access/en/>

In order for your application to be properly evaluated, please ensure that all sections of your iRecruitment account are completed. Incomplete applications will not be evaluated.

If you need help, or have queries, please contact: [iRecruitment@fao.org](mailto:iRecruitment@fao.org)