



## VSI JOB DESCRIPTION

### COMMERCIALIZATION COORDINATOR – BASED IN GHANA

**In charge of developing commercialization approach of products from pro-biodiversity value chains, and developing Noé's private sector partnerships**

#### Context

Created in 2001, **Noé** is a non-profit organization whose mission is to safeguard biodiversity around the world. Part of Noé's work internationally aims at developing [sustainable value chains](#) in the surroundings of protected areas, through the rational exploitation of natural resources and a fair income for local communities in partnership with private companies. This program operates by providing technical and financial support to local NGOs to implement projects combining community development with biodiversity conservation.

Noé is currently implementing its **project for the strengthening of commercialization capacities in Cameroon and Ghana**. The project specific objectives are to:

- Contribute to the development of green value chains in and on the outskirts of protected areas;
- Enhance the biodiversity conservation and the sustainable use of natural resources by the communities;
- Strengthen the civil society.

Noé works in partnership with 4 local NGOs and 1 social business in Cameroon around 3 protected areas, and 5 local NGOs in Ghana around seven protected areas (the Mole National Park, the Ankasa Tano transboundary Forest, the Western Wildlife Corridor and the Atewa Range Forest in Ghana, and the Bénoué National Park, the Dja Reserve and the Mbam and Djerem National Park in Cameroon). The project sees to the support of several green value chains such as beekeeping, organic shea, organic coconut oil, in-conversion and organic cocoa, zero-deforestation cocoa, cashew, moabi butter. One of the key actions to be implemented is to ensure a proper link to the national, regional and/or international market for those products.

**Location:** Based in Accra, Ghana, with travels to Cameroon

**Contract:** VSI 12 months

**Start:** November 2022

**Conditions:** Remuneration according to experience, ranging between 1600€ and 1800€ including housing rate. Annual flight round trip covered.

#### Main responsibilities and activities

Throughout the duration of the contract, with the support of the Programme Managers in Cameroon and Ghana and in close collaboration with our partnering NGOs, the selected candidate will work on the following items:

1. Develop private sector partnerships and bring technical support to our partners (both Civil Society Organizations and social businesses):
  - Identification of social business engaged in green value chains that could be supported by the project;
  - Support their strategic development, the development of marketing strategies and differentiation of the products;
  - Strengthen their capacity on marketing and commercialization;
  - Support the determination of the product prices, the lab analysis and other quality testing;
  - Participate in national/regional workshops including other experts and stakeholders, to discuss technical, economic, social, environmental, legal of green values chains products;
  - Developing Noé's private sector portfolio in general (philanthropy, skill-sharing, etc.).
2. Create new opportunities of commercialization at national and international level:
  - Analyse the overall market situation and sales requirements for the different products in the two countries;
  - Identification of national, regional and international marketing channels;
  - Identification of import/export procedures (taxes, costs, port logistics, airport logistics, customs...) or identification of relevant actors to answer specific questions;
  - Situation analysis and follow-up on the various national, EU, US and other international regulations;
  - Identification of potential clients for green value chains at international level (in conjunction with Noé's headquarters teams) and national level (supermarket distribution...).
3. Develop medium- and long-term commercialization strategies:
  - Contribute to the elaboration of Noé's position and strategy towards the commercialization of the products supported by its programmes in general;
  - Develop a full long lasting commercialization strategy in the countries of the project (which opportunities? Which specific targets? Which scale?).

## Monitoring and evaluation

Under the overall supervision of Noé's green value chain coordinator based in HQ and Manager in Accra, she/he will also work closely with Noé's teams in Cameroon (3 staff) and in Ghana (3 staff), and with local partners. Regular follow-up calls will be organized with HQ coordinator.

## Required Skills

The ideal candidate will be an environmental enthusiast, committed to biodiversity conservation, natural products, community-based initiatives and sustainable development, and will have the following skills:

- Good knowledge and experience in:
  - **Commercialization, marketing and international business** in West/Central Africa ;
  - **Organic et fairtrade certifications and processes ;**
  - **Cosmetics sector ;**
- A specific interest in local NGO/social business capacity building
- Autonomous and practical mind, with good organizational capacities

- Very good interpersonal skills
- Good writing skills and communication ability at meetings and events
- Proficiency in computer tools (Pack Office)
- **Excellent level of English and French** (written and oral) – candidates who do not meet this requirement should refrain from applying as they will not be considered
- **At least 3 years of experience in the field**
- An existing network or past experience with regional cosmetic and agri-business companies, buyers/retailers should be seen as an asset.

*Background:* from BSc to MSc in one of the following or equivalent:

- **International commodity business**
- **Marketing and sales**

### Application

To apply, please send your **CV, cover letter by September 15<sup>th</sup> 2022** to [recrutement@noe.org](mailto:recrutement@noe.org) with email subject “**Commercialization coordinator Ghana**”. No applications will be accepted by phone.

Noé reserves the right to contact candidates matching the profile before the deadline. Only candidates pre-selected for an interview will be contacted by email.

More information about Noé : <https://noe.org> (FR) / <https://en.noe.org> (EN)