



JOB TITLE: Market Development Intern	
TEAM: Fairtrade Marketing Organization Eastern Africa (FMOEA)	JOB FAMILY: Marketing and Communications
CATEGORY: National/ International	LOCATION: Nairobi, Kenya
DURATION: 3 months	
<p>FAIRTRADE MARKETING ORGANIZATION'S PURPOSE: Fairtrade Marketing Organization Eastern Africa (FMOEA) is responsible for growing the Fairtrade Movement in Kenya and thereafter across Eastern Africa. Our vision is to improve the livelihoods of African farmers by creating greater market access through intra- African trade. Focus is both on creating awareness to the consumers as well as increasing the number of local brands carrying the Fairtrade Mark and selling in various outlets.</p>	
<p>REPORTING LINES Post holder reports to: Market Development Officer</p> <p>Staff reporting to this post: (None)</p>	
BUDGET RESPONSIBILITY: No	
<p>JOB PURPOSE AND REPORTING: The post holder will provide support to the Market Development Officer in the development of the market for the FAIRTRADE Mark in Kenya including delivering effective communication of Fairtrade's work to commercial operators, support the development of a Fairtrade movement with key partners to build sales, awareness and enthusiasm for the FAIRTRADE mark and understanding of the added- value to producers and businesses.</p>	
<p>Specific Tasks</p> <ul style="list-style-type: none"> • Support the day to day running of Fairtrade Marketing Organisation Eastern Africa (FMOEA) by liaising with Fairtrade system colleagues and key partners and commercial organisations to deliver against the work plan. • Working with the Universities for Fairtrade Programme as well as Fairtrade@Work to ensure uptake and continuity. • Support the implementation of FMOEA communication plan including web site content, social media updates and press briefings amongst others. • Organisation and implementation of a calendar of FMOEA events including seminars, trade shows, Fairtrade breakfasts etc. and managing budgets to ensure value for money, in liaison with the Market Development Officer. • Support in the generation of communication tools for commercial meetings, partnership engagement etc. • Support in working with commercial partners to build sales of Fairtrade products and awareness of the FAIRTRADE mark. 	
<p>Knowledge and Experience Required</p> <ul style="list-style-type: none"> <input type="checkbox"/> A Bachelor of Commerce degree or any other relevant degree. <input type="checkbox"/> At least 1 year of working experience in a marketing or commercial capacity- Internships included. <input type="checkbox"/> A self-starter with the ability to take initiative and work with minimal supervision. <input type="checkbox"/> Excellent interpersonal skills and the ability to communicate well with others both verbal and written and build relationships across different groups respecting confidentiality as required. <input type="checkbox"/> Highly enthusiastic approach to work <input type="checkbox"/> Excellent IT skills with the ability to update and manage the FMOEA Website and social media 	



platforms.

Desired

- Knowledge and commitment to development issues
- Strong communication skills both written and oral.
- A fast learner who is highly adaptable
- Preference for working in multicultural environments
- Collaborative and supportive approach to team work

APPLICATION (Deadline 19th September 2014)

Completed applications should be e-mailed to info@fairtrade.or.ke

All applicants should state how they meet essential requirements of the post and include their email address, telephone contacts and three referees with contact details on the application form.

OTHERS: This job description is intended as a guide and should not be viewed as an inflexible specification as it may be varied from time to time in the light of strategic developments following discussion with the post holder. The post holder will be expected to work to agreed objectives, which should facilitate achievements of the key responsibilities in accordance with the Performance Review Process.

