

The German government's international cooperation enterprise for sustainable development, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, operates world-wide on behalf of German Ministries, the governments of other countries and international clients. GIZ has a record of more than 60 years working in Thailand. The “**Mainstreaming Sustainable Rice through the Sustainable Rice Platform (SRP)**” project is currently looking for an SRP Market Development Officer.

## **SRP Market Development Officer**

### **Context:**

The **Sustainable Rice Platform e.V. (SRP)** is a global multi-stakeholder alliance launched in 2011, that works to safeguard livelihoods of farmers while minimizing environmental impacts of rice production. It has fostered partnerships to enable farmers to adopt sustainable rice cultivation practices, connected farmers with buyers seeking sustainably produced rice, and driven scale through advocacy. The SRP has proven that by following sustainable practices, smallholder farmers can produce at lower cost, increase net incomes, protect their health, and reduce the environmental and climate footprint of rice cultivation. See [www.sustainable-rice.org](http://www.sustainable-rice.org).

The SRP Secretariat is responsible for establishing and managing systems and processes to enable the SRP to operate effectively; it supports over 100 SRP Members to engage in these processes.

### **Project:**

The **Mainstreaming Sustainable Rice through the SRP** project (2020 – 2023) will support the SRP e.V. to upgrade its tools, systems and processes for use at a larger scale – to multiply the production of and demand for sustainable rice. Project activities will result in a stronger SRP that can coordinate and expand initiatives to reach and deliver tangible benefits to 1 million smallholder farmers by 2023 and beyond the project term.

The project will focus on:

- Establish SRP National Chapters to optimize country-level approaches and mainstream sustainable practices through policy measures;
- Elevate SRP Standard and Performance Indicators and associated upstream capacity building systems to meet international benchmarks for credible standards;
- **Increase value of SRP Trademarks and broker relationships with downstream rice value chain actors to expand market penetration;**
- Engage in data-driven reporting on impacts for more powerful communications and more effective knowledge management; and
- Work with scaling partners to drive sector transformation.

### **Position:**

In support of the Sustainable Rice Platform e.V., we are looking for an **SRP Market Development Officer** who will coordinate efforts to increase the value of the SRP brand and expand market penetration of SRP-Verified rice. S/he will contribute to the SRP Secretariat's objective to position SRP as a major global player with the capacity to drive a transformation of the global rice sector, achieve SRP's goal to achieve global impacts and contribute to the UN Sustainable Development Goals.

## **Responsibilities and Tasks:**

S/he will rapidly achieve proficiency in the current tools, systems and processes used by SRP in order to serve SRP and its members effectively in the tasks listed below. S/he may be assigned additional tasks to support the SRP Secretariat.

Brand management:

- Maintain the SRP Brand Manual
- Oversee a centralized system for licensing and protection of SRP Trademarks for communications and claims, including protocols acting on grievances

Market development:

- Map the rice value chain from producers to consumer market and support development of strategies and goals for value chain development
- Monitor market intelligence and manage market studies to support development of communications materials for outreach to retailers/brands and consumers
- Maintain marketing toolkit for SRP Members (retailers/brands) and serve as focal point for members' marketing departments
- Engage new retailers/brands through direct outreach, events or other methods to become SRP Members and to procure SRP-Verified rice
- Coordinate the design and delivery of consumer-oriented campaigns to increase awareness and demand for SRP-Verified rice and monitor impacts of the campaigns

Resource mobilization:

- Support implementation of the SRP Strategic Plan and Annual Action Plan
- Support identification and understanding of policies and interests of influential rice and non-rice sector market actors who offer potential as strategic scaling partners
- Support coordination and preparation of inputs to project funding proposals

## **Qualifications:**

We are looking for a candidate who possesses (the equivalent of):

- Degree in business administration, communications, economics, marketing, public relations, or an area that is relevant to achieve the project's objectives
- Minimum five (5) years of experience in market/business strategy, global market development, key account management, brand management and/or a related field
- Track record of managing global value chain partnerships, working on sustainability in food and agricultural supply chains and/or delivering impactful campaigns on a limited budget
- Knowledge of the role of food and agricultural commodity certification schemes and consumer labelling would be an advantage
- Exemplary verbal and written communication and presentation skills for diverse audiences
- Fluency in English language is required; Thai or German language is an asset
- Excellent computer literacy (Microsoft Office, email, database applications, internet)

## **Contract:**

This will be a fixed-term contract, starting in June 2021 and running until May 2022 (with high possibility of extension).

Duty station will be in Bangkok, Thailand.

## **Lines of Reporting:**

The staff member will report to the GIZ Project Director on all administrative requirements.

The staff member will be seconded to the Sustainable Rice Platform e.V. Secretariat. The staff member will serve as a full member of the SRP Secretariat, which is led by the SRP Executive Director. The staff member will receive day-to-day direction and feedback on the responsibilities and tasks listed above from the SRP Executive Director.

**Application:**

Please submit your application and CV to [chattayada.pattaragulwanit@giz.de](mailto:chattayada.pattaragulwanit@giz.de). The deadline for applications is 31 May 2021. Only shortlisted candidates will be contacted. GIZ Thailand is an equal opportunity employer and actively encourages gender diversity within the company and operations.

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