



Terms of Reference

Armenian Caritas Benevolent NGO

In the framework of EU funded “Increased Resilience of Syrian Armenians and host population” (IRIS) Programme

Call for the selection of Marketing Expert for IRIS Business Incubator

Position	Marketing Expert
Place	Yerevan, Republic of Armenia
Duration	Long-term contract / part-time (50%)
The deadline for proposal submission	23.08.2019
E-mail submission of applications	lstepanyan@caritasarmenia.org info@sme.am iris.businessincubator@gmail.com

1. Programme background

“Armenian Caritas” Benevolent NGO (AC) and “SME Cooperation Association” NGO (SME) in consortium with the Austrian Red Cross (AutRC), Armenian Red Cross Society, and the “Center for Coordination of Syrian Armenians’ Issues” NGO are implementing the “Increased Resilience of Syrian Armenians and host population” (IRIS) programme funded by the EU Regional Trust Fund in Response to the Syrian Crisis (MADAD Fund: https://ec.europa.eu/trustfund-syria-region/content/home_en), the Austrian Development Cooperation and Austrian Red Cross.

The EU IRIS programme aims at improving social and economic resilience of Syrian Armenians and host population and strengthening institutional capacities for economic growth in Armenia. The action is coordinated by the AutRC.

In the framework of IRIS Economic Integration component, IRIS Business Incubator (BI) has been established to support Syrian Armenian and local entrepreneurs through trainings, coaching, mentoring, incubation and financing for establishing and developing businesses. The BI will stimulate the culture of entrepreneurship and business environment in Armenia and will become a tool for sustainable development of future generations of start-ups.

AC and SME seek a Marketing Expert for the Business Incubator (BI) who is passionate about economic growth and entrepreneurship. The person should be an experienced marketing professional with strong presentation and communication skills, with proven experience in developing realistic and feasible marketing plans and bringing them to life. The BI Marketing Expert will be responsible for providing consultancy, trainings and coaching to BI residents (start-ups) on all kind of marketing and sales related issues and will support the startups to promote their products and services in the market. The BI Marketing Expert will work in close collaboration with BI Project Manager (BI PM) and other experts (legal, financial, accounting and operational).



Reporting to and Immediate supervisor: BI Project Manager (BI PM).

2. Job responsibilities

- Prepares the start-ups' documentation marketing part for the Selection Committee in the pre-incubation phase
- Provides ongoing advice on marketing issues to the selected start-ups, making sure that their marketing plans and market entry strategies are realistic and feasible
- Works in close collaboration with other experts to develop and deliver trainings for the programme participants and BI residents on marketing related issues, drafts information brochures and provides continuous marketing consultancy and coaching to start-ups throughout the processes of pre-incubation and business incubation
- Supports the start-ups to develop marketing and sales strategies, including branding, marketing planning and researching, social media marketing, PR, organization of marketing campaigns, targeted online and offline marketing activities etc.
- Provides guidance in designing and implementing market research and market validation activities to uncover the viability of current products/services
- Provides ongoing support to startups in liaising with media organizations and advertising agencies
- Supports the BI and its residents (startups) to create effective partner network and develop and strengthen relationships with existing and potential customers
- Follows the business plans marketing part implementation and its impact in promotion of the start-ups
- Supports the start-ups to conduct market research to uncover the viability of current products/services of the start-ups
- In close collaboration with the BI Communication and PR Officer, develops the BI promotion plan and refines it based on the market needs and lessons learnt during the BI operation
- Contributes to a work environment that encourages knowledge of, respect for, and the development of skills to engage with those of other cultures or backgrounds
- Remains competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending trainings and/or courses as directed
- Reports to the BI PM; liaises with the AC and SME programme management, BI Communication & PR Officer and if required with overall AutRC Programme management
- Participates in the BI activities which require Marketing Expert's involvement, promotes a positive image of the BI through participation in various meetings and interaction with external stakeholders
- Follows all EU Regional Trust Fund "Madad" rules & regulations required within the EU IRIS programme



3. Required qualifications

- Master's degree in marketing, business, commerce or other relevant field
- At least 4 years' experience in marketing, out of which 2 years in managerial positions
- Strong knowledge and hands-on experience in market research methods, modern marketing tools and techniques, marketing data analytics and their applications for startups and SMEs
- Proven experience in working with businesses and providing marketing advisory services to organizations operating in different sectors
- Experience in working with several organizations with the ability to prioritize and manage time and resources efficiently, high degree of attention to details
- Experience in developing and conducting trainings and providing coaching
- Ability to effectively interact with a wide range of stakeholders from diverse backgrounds
- High degree of professional ethics, integrity and responsibility with the ability to multitask and work under pressure
- Experience working in a high-performance, collaborative, constructive peer group
- Excellent communication and presentation skills, good understanding of innovation processes
- Strength in coordinating, coaching and retaining individuals and teams, empowering them to elevate their levels of responsibility
- Proficiency in MS Office, advanced user of MS PowerPoint
- Excellent written and verbal communication skills in Armenian and English

4. Selection criteria

The selection of the BI Marketing Expert will be conducted according to the above mentioned conditions and giving preference to the candidates having working experience with the target groups of the programme.

5. Compensation

The BI Marketing Expert will be engaged on a long-term contract with monthly salary payments, part-time, negotiable at a later stage based on the profile and availability of the selected candidate. Compensation is competitive, based on market rates and qualifications of the candidate.

6. Application Procedure and Deadline

All interested candidates are kindly requested to submit their **CVs** and **cover letters** by e-mail to l.stepanyan@caritasarmenia.org, info@sme.am and iris.businessincubator@gmail.com not later than **23rd of August, 2019**. Please indicate the title of the position "Marketing Expert for Business Incubator" in the subject line of your e-mail.

Armenian Caritas and SME Cooperation Association are grateful to all interested applicants; however, only shortlisted candidates will be contacted for the interview.