



CALL FOR EXPRESSIONS OF INTEREST - VACANCY ANNOUNCEMENT N°:

Issued on:

Deadline For Application:

JOB TITLE: National Digital Agriculture Marketing Specialist

TYPE OF REQUISITION: Consultant

DUTY STATION: Tirana

ORGANIZATIONAL UNIT: REGIONAL OFFICE FOR EUROPE AND CENTRAL ASIA

DURATION: 5 days until the 20th of March 2023

*FAO seeks gender, geographical and linguistic diversity in its staff and international consultants in order to best serve FAO Members in all regions.
IMPORTANT NOTICE: Please note that Closure Date and Time displayed above are based on date and time settings of your personal device*

- **FAO is committed to achieving workforce diversity in terms of gender, nationality, background and culture.**
- **Qualified female applicants, qualified nationals of non-and under-represented Members and person with disabilities are encouraged to apply;**
- **Everyone who works for FAO is required to adhere to the highest standards of integrity and professional conduct, and to uphold FAO's values**
- **FAO, as a Specialized Agency of the United Nations, has a zero-tolerance policy for conduct that is incompatible with its status, objectives and mandate, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination**
- **All selected candidates will undergo rigorous reference and background checks**
- **All applications will be treated with the strictest confidentiality**

Organizational Setting

The Food and Agriculture Organization of the United Nations, in partnership with the Agriculture University of Tirana and the Ministry of Agriculture and Rural development of Albania, organizes a one-week training to agribusiness and market-based digital skill development.

One international specialist, two experienced Albanian entrepreneurs, will provide the training jointly with two trainers selected among the professional of the University. It will take place within the University (one day) ; as well as on field during 2 days conducted in vibrant and promising business examples in Albania. Finally yet importantly, the training will also provide students with the opportunity to meet successful agri-businesses at the occasion of a speed dating organized in the premises of the Ministry of Agriculture of Albania and foresees a networking cocktail 17 March evening.

20 trainees will be selected among students from the Agriculture University of Albania, students from the agriculture vocational education schools of Albania, and young agri-businessmen.

Reporting Lines

The incumbent will work under the overall responsibility of the FAO Representative in Albania, the direct supervision of the Lead Technical Officer in the FAO Regional Office, in close collaboration with involved entrepreneurs and consultation with specialists involved in the training.

Technical Focus

Rural areas of Albania offer limited employment possibilities outside of agriculture and therefore the number of people involved in non-agriculture activities is limited, which confirms the lack of economic diversity in these regions.

However, there are examples of vibrant and promising business development in rural Albania in processing and agro-tourism. It is important to support youth and entrepreneurship in agribusiness and agro-processing.

In this regard, FAO is launching a short 3 days pilot training programme with the AUT and MARD. The National Digital Agriculture Marketing Specialist is to provide a half a day training dedicated to Digital Marketing in Agriculture on the 16th of March and to facilitate the training during the 3 days.

Tasks and responsibilities

- Design a comprehensive training module for half a day training, on added-value to products through digitalization, positioning at national and regional levels, eventually on international markets ; use of social media platforms for commercializing products.
- Accompany and ensure the interactivity of the training week throughout the 3 days.

Skills to be built :

- Skills to drive implementation of digital solutions to boost agribusiness marketing
- Capacity to use effectively technology for successful marketing
- Provides participants with the knowledge and skills to help them start their own profitable agriculture business with the help of digital marketing tools.

CANDIDATES WILL BE ASSESSED AGAINST THE FOLLOWING

Minimum Requirements

- University degree (Bachelor degree or equivalent)
A first-level university degree in combination with 2 additional years of qualifying experience may be accepted in lieu of the advanced university degree;
- At least five (5) years of experience during which digital skills were applied in the field of agriculture or agri-business marketing is required;
- Ability to provide interactive training, and enthusiasm for lifelong learning.
- Good knowledge of the regional background is desirable;
- Fluent writing and communication skills in English are required.

FAO Core Competencies

- Results Focus
- Teamwork
- Communication
- Knowledge Sharing and Continuous Improvement

Technical/Functional Skills

- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Consistently approaches work with energy and a positive, constructive attitude
- Demonstrates good knowledge in term of digitalization of agriculture and applies it in work assignments
- Demonstrates strong oral and written communication skills and applies them in the work
- Captures the attention of trainees.

Please note that all candidates should adhere to *FAO Values of Commitment to FAO, Respect for All and Integrity and Transparency.*

HOW TO APPLY

- To apply, please share your CV and a short motivation letter (300 words) to the address : terinjtenebujqesi@bujqesia.gov.al