Strengthening the Livelihoods of Home-based Workers in the SAARC Region – Project SABAH
Terms of Reference

Background

SABAH Project is a regional initiative of the SAARC aimed at strengthening the livelihoods of home-based workers in the member countries. The project is implemented in all SAARC member countries except India. The project is leveraging over 40 years of successful women empowerment work carried out by Self Employed Women's Association (SEWA) of India – a leading trade union registered in India working for economic and social empowerment of self-employed women. As expert institutions both SEWA and Home Net South Asia (a network organization of women home-based workers) support the implementation of the project in beneficiary countries. The project was initiated in 2008. In the Maldives, the project implementation started in May 2012.

The project envisages the setting up of a Trade Facilitation Centre (TFC) for equipping the home-based workers with modern technical facilities, design inputs, skill upgradation, production techniques, and forward market linkages. The home-based workers form the core of the supply chain, perform value addition, and promote and sell their products through retail outlets and other formats. Thus, these artisans are empowering themselves by understanding the ‘value’ of their inherited skills and training, getting aware of the market and what sells, and most importantly, empowering themselves through economic self-dependence and ownership of their assets.

Phase I of the SABAH Project was implemented from 2012-2014. Under Phase I the project created a Cooperative Society under the name of SABAH Maldives. It is to promote and support the livelihood needs of HBWs, conducted capacity building programs to strengthen trade skills and business acumen of HBWs. An establishment of Trade Facilitation Center to ensure continuous support to HBWs in the area of product development, design, marketing, and related training. During Phase 1 of SABAH project, the project enlisted 914 HBWs as SABAH Maldives members, provided trainings to 624 HBWs in various fields and facilitated the sale of HBWs products under SABAH brand in two outlets in the Maldives.

SABAH Maldives graduated to Phase II, starting from 2015. The Phase II of SABAH project will seek to build on from the success of Phase I, capitalize on past capacity building and marketing activities, product development, relative training and establishment of Community Facilitation Centers (CFCs). TFC operations to establish a sustainable supply chain that will enable continuity of SABAH Maldives operations beyond Phase II.

To fully spearhead the implementation in each country, a Project Manager is appointed along with a supporting team experienced in key specializations that are relevant to project implementation. The project team will consist of a Project Manager and Marketing and Business development coordinator, Capacity building and membership development coordinator, Finance Officer, and Administration officer.

Towards implementation of phase II of project, MED is seeking qualified personal to undertake the responsibilities and duties of a Marketing and Business Development Officer of SABAH Project.
**POSITION**

**Position Title**  
Marketing and Business Development Officer

**Supervisor**  
Project Manager

**Contract Duration:**  
12 months with the possibility of contract extension

**Responsibilities and Duties:**

Under the overall guidance and direct supervision of the Project Manager and Board Members of Sabah Maldives Cooperative Society, the Marketing and Business Development Officer will carry out the following responsibilities in close collaboration with other project team members:

- Identify, develop, and evaluate marketing strategy, based on knowledge of Sabah Maldives objectives, market characteristics, and cost factors.
- Work with Coordinator (Production and Design) in the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Plan and implement marketing strategies in consultation with the management and build tie-ups with such customers.
- Negotiate contracts with vendors and distributors to manage product distribution, establishing distribution networks and developing distribution strategies.
- Select products to be displayed at trade exhibitions or special production shows. Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services.
- Initiate market research studies to identify potential markets for products and services and analyze their findings.
- Consult with buying personnel to gain advice regarding the types of products or services expected to be in demand.
- Formulate, direct and coordinate marketing activities and policies to promote products.
- Identify profitable business linkages for the women home based workers of Maldives.
- Identify and pursue market opportunities locally to improve market access for SABAH Maldives products.
- Gather and compile market information; organize interactive programs to disseminate market information.
- Research on the performance of business of women home based under SABAH Maldives.
- Develop and implement the marketing & branding strategies for SABAH Project and its products.
- Promote actively the SABAH Maldives products in relevant meetings & visits.
- Develop, promote & maintain partnerships with government, media, relevant stakeholders, other country SABAHs, private sector, etc.
- Prepare press releases & engage in media in order to publicize the Project’s activities & aims.
- Design and manage a marketing support scheme ensuring that all the producers are included and participate in such a scheme.
- Prepare work plan and budget according to SABAH procedures with regards to marketing & business development actions.
• Provide overall guidance and support to the SABAH Maldives and guide market linkages for the home based workers in Maldives.
• Prepare project reports as required.
• Undertake field visits related to the project as and when required.
• Any other task assigned by the Project Manager.

Competencies
• Demonstrates commitment to SABAH Maldives mission and objectives.
• Exerts strict adherence to the organization's rules, regulations and procedures.
• Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
• Shares knowledge and experiences
• Actively works towards continuing personal learning, acts on learning plan and applies new acquired skills
• Ability to perform a variety of specialized tasks related to capacity building & membership development
• Ability to establish and maintain contacts with operational-level officials and HBWs
• Excellent interpersonal skills
• Ability to travel (external and local)
• Ability to work long hours and being a team player
• Demonstrate out of box thinking

Qualification or Experience Requirements:
• The minimum requirement is Level 6 Certificate preferably with specialization on Marketing, Business Management, Business Development, Commerce or related field.
  Or
• 5 years' experience of working in related field, and the willingness to work, learn and interact with the home-based workers of Maldives.
• Experiences of working in similar organizations, interaction and dealing with women groups will be given preference.
• Good command of computers and office software packages (MS Word, Excel etc.) and Multimedia software.
• Fluency in English and Dhivehi language

Remuneration package inclusive of all benefits: MVR 7000. Based on experience and qualification

Service Allowance: MVR 5000. (An amount of MVR 200/- will be deducted from the service allowance on days when the Employee does not attend work (excluding annual leave), and this includes weekends and public holidays where the Employee is required to attend work.

Normal Working Hours – 8:00 am -2:00pm weekdays.

Work station: Ministry of Economic Development and when SABAH Maldives office is set up at SABAH Maldives Office.

Application deadline: 21st July 2019 before 1:00pm. Send all applications in a sealed envelope addressed to Sabah Maldives of Ministry of Economic Development stating the job
for which applications are submitted along with Letter of Interest, CVs, copy of National ID card, attested copies of certificate and reference letters of any previous jobs.

In the envelope, clearly label as "Job Application for SABAH Project". For further information or queries write to sabah@trade.gov.mv or contact 3003018 during weekdays from 9am-1pm.