

# TERMS OF REFERENCE:

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|------------------|------------------------------------|
| <b>Position:</b> | <b>Rural Marketing Expert</b>      |
| <b>Location:</b> | <b>Nusa Tenggara Barat, online</b> |
| <b>Duration</b>  | <b>Output-based payment</b>        |

## 1. BACKGROUND OF THE PROGRAM AND INTERVENTION

Australia-Indonesia Partnership for Promoting Rural Incomes through Support for Markets in Agriculture (PRISMA) is a multi-year development program working to accelerate poverty reduction through inclusive economic growth. PRISMA adopts a market systems development approach by partnering with key stakeholders to improve agriculture market efficiency and sustainably benefit the poor. The program aims to achieve an income increase for a total of 1,000,000 smallholder farming households by 2023. It operates in six provinces of Central Java, East Java, West Nusa Tenggara (NTB), East Nusa Tenggara (NTT), West Papua, and Papua.

Market systems development works on changing the behaviour of market actors, especially farmers, through introducing new products and services. In the animal husbandry sector such as cattle, pigs, and poultry, PRISMA works through inputs product in bringing sustainable change to the market, one of them is promoting high quality inputs, such as feed, and good rearing practice to boost cattle's productivity and thus increase farmers' income.

Currently, PRISMA in the beef cattle sector is supporting its feed company partner, PT Sreeya Sewu Indonesia, to strengthen the marketing of quality and SNI-certified beef cattle concentrate feed, as well as business expansion outside the island of Java, especially NTB. In implementing business expansion, PRISMA facilitates PT Sreeya's cooperation with local partners such as universities, agribusiness and local government. Currently we are looking for a marketing agency to strengthen the online offline hybrid marketing strategy with the main target of cattle farmers in rural areas.

## 2. PURPOSE OF THE ASSIGNMENT

The purpose of this work is to strengthen the rural marketing strategy for quality and SNI-certified beef cattle concentrate from PT Sreeya Sewu Indonesia with the main target of cattle farmers in rural areas, especially West Nusa Tenggara. The objectives of the rural marketing are as follows:

- Introducing farmers to the benefits and practices of using cattle concentrates feed
- Promoting PT Sreeya Sewu Indonesia's cattle concentrate feed products.

## 3. ROLES AND RESPONSIBILITIES

The expert is expected to provide these services, including but not limited to:

- 3.1 Develop strategies and plans for rural marketing (offline and online) of cattle feed with PRISMA and PT Sreeya Sewu Indonesia.
- 3.2 Work with local partner teams and Sreeya staff in NTB to implement marketing activities (online and offline as mentioned in 3.3 and 3.4).
- 3.3 Conduct training and coaching to local partners and Sreeya staff in NTB and related to rural marketing, including digital marketing and field marketing activities.
- 3.4 Implement digital marketing through Facebook, YouTube, and other digital platforms in accordance with the established strategy.
- 3.5 Organize field marketing activities in NTB, including farmers socializations, market storms, business gatherings, as well as other activities in accordance with the established strategy.

3.6 Provide report on the results of activities, evaluations, and recommendations after each activity is carried out.

#### 4. KEYS SELECTION CRITERIA

Essential skills and experience:

- Minimum bachelor's degree in any field. Having knowledge in agribusiness, agriculture, and/or animal husbandry is preferred.
- Proven experience in marketing work, especially in digital marketing and rural marketing.
- Demonstrates good communication skills in conducting training and coaching team.
- Demonstrates good networking and leadership skills in working with local partner team and Sreeya NTB staffs.

#### 5. FUNCTIONAL RELATIONSHIP

The Expert consults and coordinates with PRISMA sector team. However, the Expert must also actively engage, build and maintain effective relationships with the relevant stakeholders including, but not limited to: PT Sreeya Sewu Indonesia representatives, NTB local partners (universities, government, and agribusiness), and related PRISMA staff.

#### 6. INDICATIVE TIMELINE

The term of the Expert's payment will be based on the outputs described in section 6 below. The service delivery timeline is expected to happen from March until June 2023. The Expert must submit the required deliverables and supporting documentation by the due date to indicate the work performed with high-quality results and approved by PRISMA and Sreeya.

#### 7. DELIVERABLES

The deliverables of this assignment will be as follows:

| Deliverables   | Due Date                      |
|--|-------------------------------|
| Report on rural marketing strategy with online and offline marketing methods used.   | 7 April 2023                  |
| Conduct training and coaching of Sreeya staff and local NTB partners. This is proven by the training modules, activity documentation, and training outcomes.   | 28 April 2023                 |
| Conduct regular digital marketing activities as agreed in the marketing strategy documents and timeline. This is proven by digital marketing report and documentation.   | 28 April 2023<br>23 June 2023 |
| Organize field marketing activities as agreed in the marketing strategy documents and timeline, at least 5 series of field activities, in Lombok Island districts. This is proven by activities documentation and attendance list, when available. | 28 April 2023<br>23 June 2023 |
| Final report covering all activities, including compliance with targets, results and evaluation, as well as recommendations for action plans for PRISMA and PT Sreeya Sewu Indonesia.  | 23 June 2023                  |

More detailed deliverables will be agreed upon with PRISMA during the contracting process and will require a work plan from the expert.

## 8. HOW TO APPLY

Click this link to apply [PRISMA Rural Marketing Expert Consultant](#) or send your updated CV to [recruitment@aip-prisma.or.id](mailto:recruitment@aip-prisma.or.id). The application closes on 22 March 2023.

Women and people with disability are encouraged to apply.

