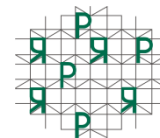


Job Announcement Form

Professional Assistance for Development Action (PRADAN)

Title of position offered	Expert (Marketing)
Number of Vacancies	01
Roles and Responsibilities:	<ol style="list-style-type: none"> 1. Strategy Development: <ul style="list-style-type: none"> • Support NMMU in formulating a comprehensive marketing strategy, including mapping CLF product categories, identifying gaps, and addressing challenges to ensure fair and competitive pricing. 2. SARAS Gallery & Marketing Platforms: <ul style="list-style-type: none"> • Contribute to the conceptualization and operationalization of SARAS Gallery and related initiatives to enhance product visibility and outreach. 3. Capacity Building & Tools: <ul style="list-style-type: none"> • Design effective training modules and toolkits to facilitate the rollout of the marketing strategy up to the first-mile level. • Designing a curriculum and running a MOOC through the learning academy in PRAKRIT (The NRLM livelihood platform developed jointly by DAY-NRLM and PRADAN) • Orient cluster-level staff and community cadres on core strategies to strengthen local-level marketing systems. 4. Implementation Support & Field Engagement: <ul style="list-style-type: none"> • Visit selected clusters where production systems are standardized to assess progress, provide feedback, and recommend course corrections for effective marketing rollouts. 5. Monitoring & Reporting: <ul style="list-style-type: none"> • Develop systems for tracking marketing data and preparing reports as per the guidance of the NSO central team. 6. Coordination & Representation:



	<ul style="list-style-type: none"> • Participate in internal and external meetings and workshops, representing the marketing perspective. • Provide on-demand support to NMMU and PRADAN's NSO team in advancing the overarching objectives of NSO.
Eligibility criteria	Qualifications and Experience: <ul style="list-style-type: none"> • Postgraduate degree in Marketing, Business Management, Rural Development, or related field. • Minimum 5 to 7 years of experience in rural marketing, value chain development, or market systems strengthening. • Strong understanding of producer collectives, rural enterprises, and inclusive market systems. • Demonstrated experience in developing training modules and toolkits for capacity building. • Excellent analytical, communication, and facilitation skills.
Skills and Competencies	Required Skills and Competencies: <ul style="list-style-type: none"> • Strategic thinking with hands-on implementation capability. • Ability to work collaboratively with diverse stakeholders at national, state, and cluster levels. • Strong problem-solving skills and adaptability. • Commitment to promoting sustainable livelihoods and fair market practices.
Place of posting/Location	Delhi, NSO Central Team / NMMU, DAY-NRLM
Proposed Salary range	INR 95,000 to 1,10,000 per month
Nature of job	One-year contractual position, extendable based on performance and project continuity.
Last date of Application	16th September, 2025
How to Apply	Apply through the Google Form link
Google Form link to apply for the position	https://forms.gle/YH7otJwkmmMeYxhr8

