



National Federation of farmers

Terms of Reference (TOR)

National Federation of farmers

External Expert for creation of marketing and promotion strategy for production

“SUPPORT OF THE MARKET LINKAGES FOR RURAL POPULATION WITH STRONG ACCENT ON PEOPLE WITH DISABILITY, RURAL WOMEN AND OTHER VULNERABLE GROUPS”

Duration: 01.02.2023 – 01.02.2024

Introduction

National Federation of Farmers (NFF) represents the largest network of farmers and farmer’s organizations in the country. It unites the effort of over 30 local farmers’ organizations and cooperatives, representing the voice of more than 3.000 members and cooperating with almost all key players in the agriculture and agribusiness sector. It works under the common vision: *Profitable agriculture – stable village*, and the mission: *Organized farmer leader in agricultural and rural development*.

In addition to the farmers, the agricultural associations and the agricultural cooperatives, NFF in its work pays special attention to strengthening and supporting vulnerable categories in rural areas, and gives larger support for young people, women and people with disabilities and their direct involvement in the agricultural development through decision-making and active action.

NFF puts its efforts in improving the life of the rural population by assisting and facilitating sustainable mechanisms through lobby and advocacy, information, education, business support, demonstration plots, study visits and other forms of know-how transfer and learning. NFF believes that only well-trained, skilled and business-oriented farmers can lead rural community development in a sustainable manner.

Organization maintains the strategic partnership with the academic and research community (faculties and institutes), extension service providers (NEA and private companies), other NGOs from Macedonia and from the region and partnership with state and foreign institutions and organizations.

NFF is implementing a range of projects focusing on agriculture and rural development in North Macedonia and actively cooperates with different international and donor organizations.

The **project: „Support of the market linkages for rural population with strong accent on people with disability, rural women and other vulnerable groups”** is supported by the Deutsche

Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH within project "Support to Economic Diversification of Rural Areas in Southeast Europe" (SEDRA II).

The objective of the project is to increase the market linkages for a rural population with a strong accent on disabled persons, rural women and other vulnerable groups, aiming at providing them with possibilities for creation of new or additional job opportunities, as well as possibilities to increase their income generation.

The project has three sub-objectives:

- sub-objective 1: Increase of skills for marketing and promotion within the local context in the rural municipalities for disabled, rural women and other vulnerable groups
- sub-objective 2: Improvement of business operation of the agro-food producers providing direct sales opportunities, shortening the supply chain, an increase of the income/profit, access to new customers, creation of more competitive added value products, the establishment of potential stable market linkages that could enable planned production in the future.
- sub-objective 3: Improving the performance of the NRDNs as key representatives of the needs of the rural communities at national level

The Expert

External Expert for creation of marketing and promotion strategy for production external expert will be engaged to create a marketing and promotion strategic approaches for marketing of the production of products of the trainees that will be prepared together with project coordinator, based on information received from the field visits of people with disabilities (30 families from disability). The marketing and promotion strategic approaches will be presented and elaborated on the 5 one-day trainings.

For successful Implementation of this activity, the expert will be hired twenty (20) working days in the period April 2023 – June 2023.

The Expert **must know**:

- Experience in Promotion and marketing
- creating strategies
- Flexibility and ability to work under tight deadlines.
- Very good communication management skills
- Strong organizational, analytical and problem solving are required
- Good interpersonal and teamwork skills

The Expert must **have experience** in:

- Appropriate university education (Marketing, Communication, Journalist)
- at least 5 years' experience at marketing sector
- conducting trainings

- at least 5 years' experience creating marketing strategies
- interpretation skills
- Team working

The **obligations and responsibilities** of the consultants are:

- Field visit of 30 families from disability for preparing marketing and promotion strategic approaches for marketing of the production of products
- development of know-how and skills for promotion and marketing of their production
- helping the targeted groups to create appropriate marketing and promotion strategies for their production
- realization of 5 one-day trainings

Timing: The consultant will be engaged for a period of twenty (20) working days

During the course of work, the consultant is required to complete a timesheet to identify time spent, as instructed by the NFF Project Manager and NFF Project Coordinator.

The ToR Calendar

Month	Activities
April 2023- June 2023	<ul style="list-style-type: none"> • development of know-how and skills for promotion and marketing of their production • helping the targeted groups to create appropriate marketing and promotion strategies for their production • create a marketing and promotion strategic approaches for marketing the production of products of the trainees • realization of 5 one-day trainings

Application procedure:

Interested candidates should submit the following documents:

- Up-to-date CV clearly indicating previous working experience
- Financial offer expressed in MKD, gross per diem with personal tax included and a total gross amount with personal tax included for 20 working days

All documents should be submitted by email to the following emails at once angela.samardzik@nff.org.mk and nff@nff.org.mk by 18.04.2023

Evaluation of the offers

Incomplete applications and/or applications received after the deadline will not be taken into consideration.

The offers will be evaluated on the following criteria:

The best value for money principle will be taken into account by using a weighted scoring method to evaluate the combination of **CV i.e previous experience (40%) and financial offer/proposal (60%)**

Payment

Payment will be made monthly and upon submission of all expected deliverables including the timesheet. Once deliverables are submitted and approved by the NFF Project manager, the payment of the total contracted fee will be paid.