

# INTERNATIONAL INSTITUTE OF TROPICAL AGRICULTURE (IITA)

## JOB OPENING ANNOUNCEMENT

### INTERNAL & EXTERNAL ADVERTISEMENT

<i>Ref.</i> IITA-HR-NRS2016-008	<i>Position Title:</i> <b>Marketing Officer</b>
<i>Location:</i> Ibadan	<i>Recruitment Type:</i> National (2-year renewable contract)
<i>Date Posted:</i> 8 <sup>th</sup> February 2016	<i>Closing Date:</i> 22 <sup>nd</sup> February 2016

The International Institute of Tropical Agriculture seeks suitable Nigerian Nationals for the positions below at the Institute's Headquarters, Ibadan.

Position	Position/Responsibilities	Qualification, Experience and Skills
<b>Marketing Officer</b>  <b>(2-year renewable Contract)</b>	<p>Successful candidate will among other things perform the following duties:</p> <ul style="list-style-type: none"> <li>Identify and analyses Bio fortification strength and weakness and respond to opportunities and threat in the marketing environment;</li> <li>Set goals for market share and growth;</li> <li>Develop and implement appropriate strategies by selecting, segmenting and targeting markets and promoting biofortified foods and seeds to those markets;</li> <li>Provide leadership on branding and packaging of products;</li> <li>Works on developing new products for niche market;</li> <li>Managing distribution channels of biofortified foods in villages and urban market;</li> <li>Develop plans for advertising, sales promotion and public relations;</li> <li>Create and develop new innovative ways to communicate for increased adoption of vitamin A cassava by farmers, processor, marketers and consumer;</li> </ul>	<p><b>Qualification &amp; Experience</b> BSc/HND/PGD in Marketing, Economics, Agricultural Economics or any related field with a minimum of 5 years' experience in related field.</p> <p><b>Skills and competences</b></p> <ul style="list-style-type: none"> <li>Have strong communication skills.</li> <li>Excellent copywriting skills and experience.</li> <li>Detail oriented.</li> <li>Good research result reporting skills.</li> <li>Confidentiality.</li> <li>Good time management skills.</li> </ul>

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|  | <ul style="list-style-type: none"> <li>• Develop standard for product and profitability analysis for investor.</li> <li>• Maintain liaison with Federal, State and NGO partners in Nigeria;</li> <li>• Identify opportunities for fund raising and assist in applying for grants for business development and establishment;</li> <li>• Conduct and oversee advocacy for business development and promotional campaign;</li> <li>• Perform any other duties as may be assigned by the Country Manager.</li> </ul> |  |
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#### **REMUNERATION:**

We offer highly competitive salary with equally attractive fringe benefits and excellent working conditions in a pleasant campus environment.

#### **METHOD OF APPLICATION:**

Interested applicants should forward their applications with detailed curriculum vitae saved with their names in Microsoft word format to IITA website: <http://www.iita.org/careers> no later than **Two Weeks** from the date of this publication. The application must include the names and e-mail addresses of three **professional referees** which must include either the Head of applicant's current or previous organization or applicant's direct Supervisor/Superior officer at work and evidence of current remuneration package.

***IITA is an equal opportunity employer and particularly welcomes applications from female candidates.***