



Job Title: Intern Marketing Officer

Organization: Youth Power Organization (YPO)

Location: Morogoro

About YPO:

YPO is a youth-led non-profit organization with a mission to enrich youth lives by connecting them to opportunities for sustainable income. YPO focuses on providing practical training and skills to youth in agriculture, including crop farming, livestock production, fish farming, and entrepreneurship. The organization aims to foster self-employment, community empowerment, address environmental challenges, and promote innovation.

Duties/Assignments of Intern Marketing Officer:

Intern Marketing Officer is responsible to enhance market access for the young people involved in the Skills for Sustainable Fish Farming and Entrepreneurship project in the Mvomero district, Morogoro region.

Other Duties:

1. Market Analysis and Strategy:

- Conduct thorough market analyses, including 5 forces, SWOT analysis, to identify key opportunities and challenges in the fish farming sector.
- Develop and implement marketing strategies based on market trends, competitor pricing, and consumer behavior.

2. Specialized Market Research:

- Extend market research to identify specific preferences for fish sizes and types in demand.
- Utilize findings to guide the production focus and stocking strategies for the fish farms.

3. Location Scouting:

- Conduct detailed assessments for potential locations for fresh fish selling and fish processing businesses, considering factors such as foot traffic, accessibility, and market demand.

4. Diversified Market Access:

- Explore and establish market access not only for fresh fish but also for fish feeds, poultry, horticultural crops, and processed fish.
- Develop strategies for cross-selling and bundling products to maximize market reach.

5. Product Promotion:

- Implement targeted promotional campaigns to raise awareness and increase market access for farm products.
- Utilize various marketing channels, including social media, local advertising, and community events.

6. Partnerships and Collaborations:

- Establish partnerships with a diverse range of local businesses, including fish butchers, restaurants, fish processors, cafeterias, catering services, and hotels.
- Explore collaborative opportunities to expand market reach and create a network of buyers.

7. Community Engagement:

- Establish strong connections with local communities for direct sales and partnerships, fostering a sense of community support for the project.

8. Customer Feedback and Satisfaction:

- Develop comprehensive customer feedback mechanisms, including surveys and feedback forms, to continuously improve products and services.
- Implement strategies to enhance customer satisfaction and loyalty.

9. Platform Connections:

- Connect graduates with relevant platforms and events to showcase their products or services, enhancing visibility and market access.

10. Marketing Training:

- Provide targeted training sessions on marketing for young people involved in the project, empowering them with essential marketing skills and strategies.

Qualifications:

- Diploma or Bachelor's degree in Marketing, Business Administration or a related field.

Experience & Skills:

- Experience in implementing community-based marketing strategies.
- Prior experience working with non-profit organizations especially on youth development or agriculture.
- Strong negotiation skills to facilitate partnerships, collaborations, and favorable supplier relationships.

Requirements:

A smart phone and portable computer.

How to Apply:

Interested candidates are invited to submit their CV, cover letter explaining why you are suitable candidate for the role and what you will contribute, academic certificates and references to recruitment@youthpowerorganization.com with "Intern Marketing Officer Application" in the subject line. Please also include **your stipend/remuneration expectations on the cover letter.**

Application Deadline:

15th April 2024 at 23:59 hours. **Late applications will not be considered.**

Note: YPO is an equal opportunity employer and welcome applicants from diverse backgrounds. YPO encourage candidates who share our passion for our mission to apply.