



**Adventist Development and Relief Agency Myanmar  
Vacancy Announcement**

<b>Position Title:</b>	<b>Marketing and Livelihood Officer</b>
<b>No. of Post:</b>	1 post
<b>Reports to:</b>	Project Manager
<b>Duty Station:</b>	Hpa-an, Karen State
<b>Type of Contract:</b>	Fixed Employment Contract

**About ADRA:**

ADRA is the global humanitarian arm of the Seventh-day Adventist Church – part of the 20 million strong Adventist community, with hundreds of thousands of churches globally and the world’s largest integrated healthcare and education network. ADRA delivers relief and development assistance to individuals in more than 118 countries – regardless of their ethnicity, political affiliation, gender, or religious association. By partnering with local communities, organizations, and governments, ADRA is able to deliver culturally relevant programs and build local capacity for sustainable change. ADRA Myanmar is an ‘implementing office’ within the ADRA network and a registered and recognized NGO in Myanmar. Established in 1984, ADRA Myanmar is one of the oldest country offices in ADRA providing development and relief assistance opportunities throughout the country. ADRA Myanmar operates under 4 key sectors that cater to Education, Livelihoods, Health, and Humanitarian Response.

**Job Summary:**

The primary responsibility of this role is to develop and implement marketing strategies to promote livelihood programs and initiatives aimed at empowering individuals and communities. The ideal candidate will possess a blend of marketing expertise and a passion for livelihood development, with the ability to engage diverse stakeholders and drive awareness and participation in our programs. Provide technical support to the project implementation team in planning, designing, and monitoring activities that enhance economic opportunities for youth through TVET.

**General Responsibilities:**

- Uphold the purpose, motto, values, and principles of ADRA Myanmar.
- To adhere to the rules and regulations, procedures and policies of ADRA Myanmar and its donors.
- To work closely with Project Manager and other staff regarding project activities and training management.

**Key Responsibilities:**

- Develop and execute comprehensive marketing plans and campaigns to promote livelihood programs and initiatives.

- Identify target audiences and develop targeted messaging and content to effectively reach and engage them.
- Utilize a variety of marketing channels and platforms, including social media, email marketing, print materials, and events, to raise awareness and drive participation in livelihood programs.
- Collaborate with partners organizations, internal teams, including project manager and community outreach staff, to ensure alignment of marketing efforts with program goals and objectives.
- Develop creative and compelling marketing materials, such as brochures, flyers, videos, and website content, to communicate the value and impact of livelihood programs in collaboration with the communication department.
- Build and maintain relationships with external partners, including community organizations, local businesses, and government agencies, to support marketing efforts and enhance program visibility.
- Track and analyze marketing metrics and performance data to evaluate the effectiveness of marketing strategies and make recommendations for improvement.
- Stay informed about industry trends, best practices, and emerging technologies in marketing and livelihood development to inform marketing strategies and tactics.
- Provide support and guidance to program participants in areas related to marketing, entrepreneurship, and small business development.
- Represent the organization at community events, meetings, and conferences to promote livelihood programs and build partnerships.
- Organize Job fairs and develop linkage between TVET/VT graduates with business owners.
- To take any other relevant duties as may be assigned by supervisor.

### **Qualifications and Experience**

- Bachelor's degree in marketing, Business Administration, Communications, or a related field.
- Proven experience in marketing, with a focus on developing and implementing marketing strategies and campaigns.
- Knowledge of marketing principles, techniques, and best practices, with experience in digital marketing and social media management.
- Strong written and verbal communication skills, with the ability to create compelling marketing content and engage diverse audiences.
- Creative thinking and problem-solving skills, with the ability to develop innovative marketing ideas and initiatives.
- Ability to work effectively both independently and as part of a team, with strong collaboration and interpersonal skills.
- Experience in livelihood development, entrepreneurship, or small business development is desirable.

- Familiarity with monitoring and evaluation techniques to assess the impact of marketing efforts.
- Commitment to promoting equity, diversity, and inclusion in marketing and livelihood development efforts.
- Willing and able to travel to remote areas/villages.
- Competent in written and spoken of Burmese and English is essential.

This position is a contract position (renewable based on funding and performance). Remuneration is as per ADRA Myanmar' s approved wage scale. Interested candidates are requested to submit their applications before the 21<sup>st</sup> of May 2024 to: HR Recruitment Team [recruitment@adramyanmar.org](mailto:recruitment@adramyanmar.org)

The applications should include the following documents:

- Cover letter explaining the suitability and expertise for the position.
- Resume / CV
- References with contact details from previous/current employment (minimum of 3).
- Copies of academic degrees/diplomas and other professional certificates.

Applications will be reviewed on a rolling basis, and ADRA reserves the right to stop the application process once a suitable candidate has been identified. Only shortlisted candidates will be contacted.

*At ADRA, we are committed to the safeguarding and protection of the communities, staff and other people we work with. We will do everything possible to ensure that only those who can promote a working environment free from abuse or harm to anyone that works with or comes into contact with ADRA are recruited. This post is subject to a range of vetting checks.*