



## **MARKET ACCESS LINKAGE MANAGER(AGRICULTURE)**

The Market Access Linkage Manager will lead initiatives to connect smallholder farmers and agribusinesses to sustainable, high-value markets. The incumbent will be responsible for market intelligence, negotiating buy-sell agreements, implementing quality standards, and developing partnerships along the agricultural value chain.

### **Key Responsibilities**

#### **1. Market Linkage & Buyer Engagement**

- **Identify and Map Markets:** Identify high-potential local, regional, and international market opportunities (processors, exporters, retail chains).
- **Buyer-Seller Matchmaking:** Facilitate connections between farmers/farmer organizations and buyers, ensuring buyer requirements are met.
- **Contract Negotiation:** Facilitate negotiations and finalization of fair, transparent contracts (off-take agreements).
- **Relationship Management:** Maintain long-term, trust-based relationships with buyers, traders, and logistics providers.

#### **2. Supply Chain & Quality Management**

- **Value Addition & Quality Standards:** Ensure farmers adhere to market-required quality standards, certifications, and packaging requirements.
- **Logistics Coordination:** Coordinate with transport and logistics companies to facilitate efficient product movement and reduce post-harvest losses.
- **Capacity Building:** Train producers/cooperatives on market requirements, aggregation, and post-harvest handling.

#### **3. Strategy & Business Intelligence**

- **Market Intelligence:** Collect and analyze data on market trends, pricing, demand, and competitor analysis.
- **Strategy Development:** Design strategies for agricultural product commercialization, including market entry and penetration.

- **Business Plan Support:** Support agribusinesses in developing business plans and strengthening organizational capacity.

#### **4. Project Implementation & Reporting**

- **Project Management:** Lead the implementation of market-access projects, monitoring progress against key performance indicators (KPIs).
- **Reporting:** Submit monthly/quarterly reports on sales volumes, revenue, and project impact to senior management and donors.

#### **Required Qualifications and Skills**

- **Education:** Bachelor's degree in Agribusiness, Business Administration, Economics Agricultural Economics, Marketing, or related field (Master's preferred).
- **Experience:** 3–5+ years of experience in agricultural marketing, supply chain management, or market access projects, particularly with smallholder farmers.
- **Technical Skills:** Deep understanding of agricultural value chains, quality standards, contracting, and logistics.
- **Soft Skills:** Strong negotiation, networking, and communication skills. Ability to work independently in a fast-paced, entrepreneurial environment.
- **Languages:** Fluency in English (local language proficiency is often required).

#### **Performance Indicators (KPIs) for this Job**

- Increase in farmer/cooperative income.
- Volume and value of produce traded (e.g., kwacha volume traded).
- Number of new buyer contracts or partnerships secured.
- Reduction in post-harvest losses.

#### **HOW TO APPLY**

Send CV and qualifications to [jobs@clivelikumbi.co.za](mailto:jobs@clivelikumbi.co.za)