

To express interest in this assignment, email: Maria Figueroa at maria.figueroa@crs.org



**Farmer to Farmer
Volunteer Assignment Scope of Work**

Summary Information	
Assignment Code	UG219
Country	Uganda
Country Project	Agribusiness Country Project
Host Organization	American Chamber of Commerce, Uganda (AmCham Uganda)
Assignment Title	Development and implementation of a marketing and public relations strategy for AmCham Uganda.
Assignment preferred dates	July 2019 – Mid-August 2019 (6 weeks duration)
Objectives of the assignment	The main objective of this volunteer assignment is to develop and implement a marketing and branding strategy for AmCham, considering its current profile aimed at increasing public awareness of its activities and initiatives and enhance its image among key stakeholders; and, maximize media opportunities in local, and international media markets.
Desired volunteer skill/expertise	<ul style="list-style-type: none"> • Marketing and public relations specialist • Preferably someone with a public affairs/media relations history of working with non-profits, to develop and implement Marketing and public relations strategies. • Excellent use of ICTs, including developing and using web-based resources, social media management (Facebook, Twitter, blogs) • Experience working with a variety of stakeholders, including senior government officials, large multi-national corporations, journalists, editors, policy-makers and regulators, Volunteers and academia.
Type of Volunteer Assistance	Organizational Development (O)
Type of Value Chain Activity	Information and Input Support Services (S)
PERSUAP Classification	Type III

A. BACKGROUND

CRS Farmer -to-Farmer program (F2F) is a USAID funded program that will be implemented for five years (2019- 2023) with a primary goal of reducing hunger, malnutrition, and poverty across six countries: Benin, East Timor, Ethiopia, Nepal, Rwanda and Uganda. The program aims at achieving this goal through advancing inclusive and sustainable agriculture led growth aimed at generating sustainable, broad-based economic growth in the agricultural sector. The program's secondary goal is to increase US public understanding of international development issues and programs and share the knowledge back in the US. To achieve its goals, F2F program provides volunteer technical assistance to farmers and farmer groups (associations and cooperatives), private agribusinesses, NGOs, and agriculture education institutions in developing countries like Uganda to address host identified technical needs in selected agricultural value chains. F2F volunteers are pooled from a broad range of US agricultural expertise; from private farmers with varied experience, University professors, bankers/certified accountants, animal health and nutrition specialists, soil scientists, agronomists, PR and media professionals who support local host organizations. F2F program introduces innovation and develops local organisations capacity for more productive, profitable, sustainable and equitable agricultural systems while providing an opportunity for people- to-people interactions within the agricultural sector. In Uganda, F2F program focuses its technical interventions in the livestock and agribusiness value chains.

The American Chamber of Commerce in the United States was founded in 1977 as a U.S based non-profit association. There are currently over 115 AmChams in over 105 countries across the globe, Uganda inclusive. American Chamber of Commerce Uganda has largely contributed to the growth of the country's agriculture sector, its contributions cutting across different sectors such as: Education, the service industry, and manufacturing sector through agro-processing activities. Hence the partnership between F2F program and AmCham Uganda.

The American Chamber of Commerce in Uganda (AmCham) is a non-profit professional association founded in December 2008 by American investors in Uganda with interests in fostering and promoting greater commercial and cultural ties, cooperation, and dialogue between Ugandan and American firms and related professionals. Its membership is tailored to the top leadership of firms – either CEO's or MD's currently hosting over 48 of the country's top performing firms. AmCham membership is open to American firms, multi-nationals, and local firms with strong business ties and interests with the United States. Some industries represented in this membership in Uganda include: Banking, Automotive, Energy, Manufacturing, Tourism & hospitality, ICT, Food & Beverage, Communications, and Insurance sectors, Education, among others.

AmCham vision in Uganda is to foster a greater cultural understanding, cooperation, and dialogue between Ugandan and American business organizations and professionals to promote strong commercial, economic and trade ties as well as promote investments to Uganda. Its mission is to bring together a community of USA brands and businesses, US citizens participating in community development in

Uganda, and Ugandan-based businesses wanting to do business with the USA in a platform for sharing business, new investment opportunities, and cross-cultural exchange. Among the key activities include: organizing monthly events for its members and business leaders as a key platform to interact and foster business development in Uganda, lobbying and advocacy. Thus, providing a platform for member to member business opportunities.

B. ISSUE DESCRIPTION

AmCham Uganda like any growing organization is continuously exploring different growth avenues. Given its role, AmCham can partly consider its self-successful by providing better services to meet the needs of its members but also realizing growth in its membership. Despite AmCham's growth intentions, the organization has not achieved its desired growth in membership which is partly attributed to a lack of a marketing and public relations strategy to increase its media presence to the wider Ugandan audience. AmCham has a technical team lead by a general manager, however the team in charge of communications and marketing would benefit from further technical support in the development of a strategy and guide different implementation activities entailed therein for the organization to realize its mission and vision in Uganda. This volunteer technical assistance request is to support AmCham in the development and implementation of a marketing and public relations strategy.

C. OBJECTIVES OF THE ASSIGNMENT

The main objective of this volunteer assignment is to develop and implement a marketing and branding strategy for AmCham, considering its current profile. As part of strategy implementation, the volunteer will spearhead the management of special events, coordinate and management of media preparation for publication and dissemination of AmCham information, development of AmCham communication materials and provision of public relations counsel.

More detailed specifics of this assignment will include:

Manage Media Relations

- Develop and implement a marketing and branding strategy for AmCham, considering its current profile. This strategy will define, strengthen and promote the AmCham brand and effectively market AmCham's work and competencies to all appropriate stakeholders.
- Develop and maintain effective working relationships with journalists, media outlets in Uganda and those that specialize in the coverage of or target AmCham events and key players in the business community and the mass media; with a view to raising AmCham's visibility both locally and internationally.
- Prepare and distribute news releases and maintain current media lists.

Manage Special Events

- Create special events and prepare the program agenda, collateral material and implement a strategy of increasing AmCham's visibility via events (workshops, conferences, signature events etc)

Media Preparation

- Coordinate and manage the preparation, publication and dissemination of AmCham information including helping to determine the best media to achieve its dissemination goals.
- Overseeing social media PR strategies

Collateral Material

- Develop selected AmCham communication materials, including press kits, fact sheets, brochures and newsletters, journals, publications and other printed material that will be made available to key stakeholders, such as members and the media.
- Prepare any required updates to AmCham's Communications Strategy.

Public Relations Counsel

- Provides public relations counsel to AmCham management and the board of directors as necessary
- Assist in tracking and effectively communicating the results and impact of AmCham's work, via web-based tools or any other means for effective reporting and demonstration of AmCham's value and impact.

Crisis Management

- Develop communications component of crisis management plan that outlines communication system for AmCham in crisis situations.

Website management

- Lead in the maintenance of AmCham's web-based platforms, by: (i) assisting in the day-to-day management of AmCham's web-based platforms (e.g.; content monitoring, communicating with web developer, maintenance of web performance statistics, and responding to inquiries from clients); and (ii) helping to develop new content for AmCham's web platforms, including its discussion forums and online communities, in coordination with AmCham Staff.

D. ANTICIPATED RESULTS FROM THE ASSIGNMENT

Marketing and public relations is fundamental for non-profit organisations whose mandate is to lobby and advocate for multi-sectoral and multi-national businesses for an enabling environment to boost business growth. Therefore, this volunteer assignment through the development of a marketing and public relations strategy will help to increase the public's awareness of its activities and initiatives; enhance its image among key stakeholders; and, maximize media opportunities in local, and international media markets

resulting in increased membership as a key output and improved communication between AmCham and its key stakeholders.

E. HOST CONTRIBUTION

AmCham has mobilised resources to cater for volunteer accommodation and transportation between volunteer residence and AmCham offices, as well as to other meeting venues as appropriate. The host will also assign one key personnel to work closely with the volunteer during assignment preparations, arranging meeting appointments as needed, and ensure that the volunteer accesses relevant information and people/AmCham staff as needed for a successful assignment.

F. DELIVERABLES

- Volunteer assignment final report due BEFORE departure
- A marketing and public relations strategy developed with other related materials developed for the assignment as per assignment objectives
- Group presentation with local stakeholders at the end of the assignment
- Training attendance lists for people interacted with during the assignment
- Volunteer debrief with CRS team and USAID
- Assignment related photos as appropriate

G. SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY (DRAFT)

The volunteer will be expected to spend 6 weeks in country dedicated to this assignment, specifics of day to day activities will be discussed between the host and volunteer. This is a skeleton schedule to provide a general overview.

Day	Activity
Day 1	Travel from home to US international airport
Day 2	Arrival at Uganda Entebbe Airport picked by Fairway Hotel shuttle to Kampala and check in at Hotel
Day 3	At 9.00 am, the volunteer is greeted at the hotel by CRS staff and thereafter go to CRS office for introductions and briefings including host brief, logistics and expectations and anticipated outcomes. Hand-outs will be prepared at CRS offices. In the afternoon, introductory meeting with host and discuss the scope of work for a clearer understanding of host needs and assignment deliverables.
Week 1- Week 6	Actual assignment commences. The details of work schedules will be discussed between the volunteer and AmCham General Manager.
Last three days of week 6	Day 1: Assignment wrap up with the host, discuss recommendations and action point. Day 2: Debrief with CRS and USAID team and final reporting Day 3: Depart for USA

TBD	Outreach event in the US
Note: This is a draft schedule that will be finalized based on volunteer actual dates of availability, Sundays are typical rest days and working on Saturday is, per the host's request	

H. ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS

The volunteer will stay at Fairway Hotel & Spa (www.fairwayhotel.co.ug) in Kampala. CRS/AmCham will pay for hotel accommodation and provide the volunteer with per diems to cater for meals and other incidentals. For more information, please refer to Uganda country information that will be provided.

I. RECOMMENDED ASSIGNMENT PREPARATIONS

The volunteer should familiarize with Uganda's media policies, different media channels, events management among others. The volunteer should decide on the type and extent of preparation required for this assignment based on assignment objectives and prior experience before arrival in the country.

CRS strongly recommends that the volunteer becomes familiar with AmCham Uganda's activities and AmCham in general. Details on weather, security and appropriate clothing are included in the country visitor's information pack.

J. KEY CONTACTS

CRS Baltimore	
Maria Figueroa US Operations Manager/Uganda Recruiter Farmer to Farmer Program 228 W. Lexington Street Baltimore, MD 21201 410-951-7366 Email: maria.figueroa@crs.org	
CRS Country Program	
George Ntibarikure Project Director Farmer to Farmer Program Uganda Office Tel: +256 031 226 5658 Mobile cell phone +256 772 472 103 Email: george.ntibarikure@crs.org	Maria Nakayiza Senior Project Coordinator Farmer to Farmer Program Uganda Office Tel: +256 031 226 5658 Mobile cell phone +256 783922882 Email: maria.nakayiza@crs.org
Host Organization:	

Anne Teddy Awori

General Manager, AmCham Uganda

Design Hub Bugolobi, Plot 3 Bata Close, 5th Street Industrial Area

Mobile: +256 772 672 274

[Email: manager@amchamuganda.co.ug](mailto:manager@amchamuganda.co.ug)