



To express interest in this assignment please email [emily.keast@crs.org](mailto:emily.keast@crs.org)  
**CRS Farmer to Farmer Program**  
**Volunteer Assignment Scope of Work**

Summary Information	
Assignment Code	LR207
Country	Liberia
Country Project	Cassava
Host Organization	Rural Women and Girls Promoters for Sustainable Development
Assignment Title	Capacity building on marketing
Assignment preferred dates	October 2021
Objectives of the assignment	The objective of this assignment is to build capacity and to equip the Rural Women on marketing
Desired volunteer skill/expertise	<p>A suitable volunteer candidate for this assignment must have relevant experience working with agricultural cooperatives. The candidate should have a degree in marketing or a related field. Good understanding of agricultural and rural development from both a development cooperation and private sector perspective. At least 5 years of relevant experience working in small business management, agribusiness &amp; marketing.</p> <p><b>Knowledge and Skills:</b></p> <ul style="list-style-type: none"> <li>• Proven experience in customer service or marketing field.</li> <li>• Display positive and can-do attitude.</li> <li>• Analytical mind with problem-solving aptitude.</li> <li>• Ability to identify and summarize relevant trends from market.</li> <li>• Organizational and leadership skills.</li> <li>• Excellent communication and writing skills.</li> </ul> <p>He/she must be prepared to work in remote area and passionate working with developing communities. Fluency in English.</p>
Type of Volunteer Assistance	Business/Enterprise Development (E)
Type of Value Chain Activity	Information and Input Support Services (S)
PERSUAP Classification <sup>1</sup>	III

<sup>1</sup> USAID precisely classifies PERSUAP in four categories; **PERSUAP Type I** assignments directly related to pesticides recommendations, **Type II** as assignments with indirectly related with pesticides, **Type III** assignments related to curriculum review and designing, business plan development and strategies development and **Type IV** as assignments associated with other USAID projects and collaborators.



## A. BACKGROUND.

According to internationally recognized cooperative values and principles, a cooperative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled enterprise. What makes a cooperative different from a conventional business is:

- It fulfils a social or environmental objective, or is formed to fulfil its members' needs
- It is democratically owned and control
- It is way of working
- It is legal structure

Rural Women and Girls Promoters for Sustainable Development is in Sanniquelleh, Sanniquelleh Mah District, Nimba County. The organization was established on May 6, 2005. The organization is composed of 418 members (100 men and 318 women) that are heavily involved with cassava production and processing.

Rural Women and Girls Promoters has voluntary saving and lending associations (VSLA) groups within its members to access finance and address some of the financial constraints.

Rural Women and Girls Promoters has an advisory board that is responsible to address all matters relating to the organization's operations. It is chaired by the chairman who is elected by the board members. The members of the board constitute of three to five people including the executive director serving as the secretary general on the board.

The vision of the organization is to work in a society in which women, girls, and children are socially, economically, and politically empowered and self-sustained for maximum productivity.

The mission is to work with rural women, girls, and children in identifying their problems in the society through economic, social, and political empowerment for self-sustainability by providing counselling, vocational skills training program, adult literacy programs, and engage with agriculture.

The organization lacks access to market for it produce. As such they heavily depend on the local market for the sales of their product. The organization does not have any specific market-based target to sell. They want to create that strong market linkage to sell out their product.

## B. ISSUE DESCRIPTION:

For an organization to create positivity in the lives of its members and the society at large, there needs to be visibility especially when it comes to growth and expansion. To do this, it is prudent that an organization is ready for business and captures the market at large. To be competitive and take advantage of the new opportunities that are arising, the organization increasingly must adapt their farm business to market changes and improve efficiency, profitability and income. The organization lacks basic knowledge of how to market their products. They have a product that has competitors in the same markets where they sell but unfortunately, they have no tools to capture the markets; they do not know how to position itself as the best product in these different markets. On top of that, they do not know how to enter a new market when there are many. They have the capacity to produce more but unfortunately, they do not know how to attract more customers. They can also sell outside the country, but they do not have sufficient knowledge to penetrate export markets. Their current way of distribution does not promote the marketing of their product, and as



such they depend heavily on local consumers and sometime sell at the will of those consumers. The marketing aspect of their product is heavily missing thus creating a situation where consumers cause price depreciation.

Though they have some capacity, the organization lacks all components when it come to their marketing activities. They need to have set goals for targeted markets to enable them to improve their product branding which will ultimately lead to increased sales and potential buyers for their processed produce.

A volunteer with the necessary knowledge on marketing will be of paramount importance to assist this organization.

### **C. OBJECTIVES OF THE ASSIGNMENT**

The objective of this assignment is to build capacity and to equip Rural Women on marketing.

More specifically,

- Develop training guide for the trainer and trainees.
- Develop the training methodology/approach.
- Conduct the training for the organization member on marketing; to strengthen their marketing skills through training.
- Enable sustainable marketing of their product.
- Understand the four components of marketing: Product, Price, Distribution and Promotion.
- Evaluate how well the product meets the needs of customers.
- Determine the best price for the product.
- Select the best way to distribute the product.
- Create new ways to promote the business.
- Identify ways to expand the business and to solve the specific marketing problems that arise
- Develop a marketing plan for a defined period.
- Prepare a training report that details how the trainings were conducted, achievements, challenges lessons, opportunities for future engagements and recommendations.
- Organize a half-day presentation to cooperative members, other stakeholders, and share training report and recommendations.

### **D. HOST CONTRIBUTION**

To conduct this assignment, Rural Women is expected to meet the following requirements:

- Mobilize and facilitate cooperative members and staff to attend all the training sessions.
- Provide venue for the training sessions and any other logistics.
- Commit to implement all the recommendations provided by the volunteer(s) after the completion of the assignments.

### **E. ANTICIPATED RESULTS FROM THE ASSIGNMENT**

Following the completion of this assignment, the outcomes below will be anticipated:

- Organization members (farmers) and staff have a good understanding of key parts of marketing and how to set up their marketing plan & goals.
- Improved ways of marketing
- Solved marketing problems



- Increased sales
- Increased net income/profit
- Improved packaging
- New markets
- A final report explaining how the assignment was conducted, it should include recommendations to be implemented by the cooperative.

**F. DELIVERABLES**

1. Final report due one day BEFORE assignment completion
2. Group presentation with local stakeholders at the end of the assignment in country
3. Volunteer outreach activities in the US and in country
4. Training manual

**G. SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY**

Day	Planned Activity
Day 1	Orientation session  Meet with ASA team to review the scope of work and develop detailed work plan covering all activities required to effectively implement this scope of work.
Day 2	Meet with the host Rural Women & Girls Promoter’s management for introduction and review of the scope of work.
Day 3-12	Start the rollout of agreed work plan and conduct the training.
Day 13	Organize the workshop to share achievements and recommendations.
Day 14	Conduct debrief session with CRS country team and perhaps USAID Mission on the completed assignment.  Fill out all necessary M&E forms and submit to ASA staff

*This is a draft schedule, a final itinerary will be discussed and agreed upon arrival by all parties*

**H. DESIRABLE VOLUNTEERS SKILLS**

Additional requirements: A volunteer should be:

- Proactive, results-oriented, and service-oriented.
- Have very good interpersonal skills.
- Flexibility.

**I. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS**



In Sanniquelle Mah District, Sanniquelle, Nimba County, the volunteer's transportation, accommodation, and meals will be taken care of by CRS.

#### J. RECOMMENDED ASSIGNMENT PREPARATIONS

- **Training Materials:**

In the event the volunteer prepares materials for hand out, they can be printed at the CRS office in Gbarnga, Bong County. Flip charts, markers, and a projector, if needed, can be obtained at the CRS Liberia office.

- **Working Environment**

The assignment will be conducted at the venue provided by Rural Women & Girls Promoter whose office is in Sanniquelle, Sanniquelle Mah District, Nimba County. The volunteer will work closely with Rural Women & Girls Promoter's Management team and the in-county F2F field team as well.

- **Recommended Reading**

Liberia F2F program recommends that the volunteer familiarizes with this scope of work and take time to read about the rice and cassava value-chain sub-sector in Liberia.

#### K. REMOTE/LOCAL VOLUNTEER ROLES AND RESPONSIBILITIES

Both volunteers participate in a call to discuss objectives and collaboration approach at the start of the assignment. Collaboration platforms vary depending on the assignment and connectivity. The most frequently used platforms are MS Teams and WhatsApp. The volunteers are highly encouraged to visit [CRS' F2F Digital Resource Library](#), and search for resources that they could use or customize for training. Upon completion of your assignment, volunteers are requested to send any resources they would like to contribute to the library (whether created or found) to [farmertofarmer@crs.org](mailto:farmertofarmer@crs.org).

The local volunteer is responsible for assignment design, preparation, training, developing assignment reports, conducting action planning with hosts and outreach in country, and achieving the assignment objectives. The local volunteer works directly with the host with assistance/input from the US volunteer. Assignments usually last up to 2 weeks and can sometimes extend beyond two weeks due to pending follow up visits, emails etc. Local volunteers are asked to track assignment hours per day, to stay under 112 hours (14 days x 8 hrs).

Virtual support from a paired US volunteer helps provide supplementary training resources, fill in the gaps for technical areas, and share creative ideas and solutions. Two specific responsibilities are to: (i) complete the outreach component of the assignment and (ii) support the in-country volunteer as needed. US Volunteers typically put in 4-8 hours per week, depending on the nature of the assignment and collaboration.



**L. KEY CONTACTS**

To express interest in this assignment, please email the CRS Baltimore contact listed below. To find out additional information about the host, issue description or field conditions, please email the country contact provided below, copying the CRS Baltimore contact.

<p><b>CRS Baltimore</b>  Emily Keast  Volunteer Coordinator  Farmer to Farmer Program  228 W. Lexington Street  Baltimore, MD 21201  410-951-7366  Email: <a href="mailto:emily.keast@crs.org">emily.keast@crs.org</a></p>	<p><b>CRS Liberia</b>  TABI, GERALDINE  Volunteer recruiter  Agriculture Sustainability Activity (ASA)  16<sup>th</sup> Street, Gardner Ave C-140  Sinkor, Monrovia, Liberia  Tel:0776448755  Email: <a href="mailto:geraldine.tabi@crs.org">geraldine.tabi@crs.org</a></p>
<p><b>CRS Country Program</b></p>	
<p>White Joe  Business Service Specialist  Tel: +231777024750  Email: <a href="mailto:Joe.White@crs.org">Joe.White@crs.org</a></p>	<p>Or Cornelius Teah Doe  Program Manager  Tel: +231777711641  Email: <a href="mailto:cornelius.doe@crs.org">cornelius.doe@crs.org</a></p>
<p><b>Host Organization:</b></p>	
<p><b>Meilakeh</b>  Executive Director, Rural Women &amp; Girls Promoter  Tel: <b>+231776814501</b></p>	<p><b>Francis Yankuba</b>  Chairman, Rural Women &amp; Girls Promoter  Tel: <b>+231775225858</b></p>