



## JOB DESCRIPTION – MARKETS AND FINACIAL LINKAGES OFFICER

Job Title	Markets and Financial Linkages Officer
Reports to	Project Manager
Dotted Reporting line	Director of Programmes
Location	Mandera County

### 1. The Org Introduction:

Generation for Change and Development International (GENCAD INTERNATIONAL) is a Development NGO working with pastoralists' communities in northern Kenya to overcome extreme poverty. GENCAD International was registered as an NGO in Kenya in 2010. The charity strives to empower the most vulnerable and needy to become agents of their development. GENCAD uses its limited resources strategically to either invigorate pre-existing development projects through lending new financial support and public interest or to start new projects in response to the needs of local communities. GENCAD has over 10 years humanitarian and development experience in the implementation of integrated programmes in education (scholarship, infrastructure development, resourcing of schools libraries and laboratories), livelihood development for women and youth, women and girls' empowerment, peace and cohesion activities, WASH, social protection and emergence response during disaster in Mandera County.

Find out more about GENCAD by visiting their [Website](#)

### 2. JOB SUMMARY:

This position is responsible for carrying out market and financial services assessment, facilitating market and financial linkages and building capacity of graduating GENCAD businesses for integration in the relevant financial and market system. He/she to liaise with relevant government structures and engage with market actors (product and financials) to ensure GENCAD entrepreneurs take advantage of emerging opportunities that foster growth of their businesses.

### 3. DUTIES AND RESPONSIBILITIES:

#### 3.1 Market Facilitation and Linkages:

- 3.1.1 Develop linkages strategy for commodity markets, supporting services and government structures within the County.
- 3.1.2 Profile businesses and savings groups (by business) for linkages and integration within specific product's value chains and the larger markets system.
- 3.1.3 Build capacity of selected savings groups for linkages with buyers and integration in the market through delivering of customized business development services (BDS).



- 3.1.4 Foster linkages of GENCAD businesses and saving groups (SGs) to markets including financial service providers and other government opportunities.
  - 3.1.5 Support market-oriented projects interventions and strengthen linkages for GENCAD Kuza Jamii graduated groups with government department and other relevant institutions.
- 3.2 Livelihood Research and Learning:**
- 3.2.1 Research and evaluate alternative livelihood opportunities to improve and adapt local self-reliance strategies in GENCAD's areas of operations.
  - 3.2.2 Conduct livelihoods assessments including market analysis, socio-economic assessments, institutional mappings, and infrastructure surveys that inform market linkages design and interventions in various regions/locations.
  - 3.2.3 Support in implementation of appropriate business monitoring systems and development of the program report.
  - 3.2.4 Provide capacity development, training and dissemination of market linkages to the team.
- 3.3 Quality Control and Assurance:**
- 3.3.1 Maintain quality standards established for programme and projects.
  - 3.3.2 Promote initiatives that support delivery of high-quality programs and projects.
  - 3.3.3 Report any matters that needs attention/information/action of the Heads of Programme.
- 3.4 Monitoring and Learning:**
- 3.4.1 Support monitoring and evaluation of progress and performance of market linkages
  - 3.4.2 Adopt and use monitoring systems in tracking and reporting activities and results realized.
  - 3.4.3 Participate and promote in sharing of learning and experience with the GENCAD team.
- 3.5 Relationship Management:**
- 3.5.1 Develop and maintain profitable relationships among GENCAD partners overall programme.
  - 3.5.2 Support in organizing relevant field visits that promote market linkages work.
  - 3.5.3 Represent GENCAD project in relevant forums whenever nominated and maintain a network of peers and professionals for exchange of ideas and information.
  - 3.5.4 Maintain good public relations and promote visibility on the work of GENCAD.
- 3.6 Documentation and Records:**
- 3.6.1 Keep proper documentation of programme's implementation activities and manage a proper filing system that is easily retrievable in line with policy and guidelines.
  - 3.6.2 Perform any other duties as may be assigned by the Supervisor from time to time.



#### **4. KNOWLEDGE, SKILLS AND ABILITIES:**

*(The knowledge, skills and abilities may be acquired through a combination of formal schooling, self-education, prior experience, or on-the-job training)*

##### **3.1 Education/Professional Qualifications**

- 3.1.1 At least a Diploma in either Economics, Rural or Community development, business management, Finance, or any other related field
- 3.1.2 Diploma in project management is an added advantage.

##### **3.2 Competencies/Abilities/Skills Required**

- 3.2.1 Good project management skills and demonstrable ability to coordinate field activities.
- 3.2.2 Demonstrable knowledge of microfinance and related value chains.
- 3.2.3 Ability to conduct market research and produce analytical reports.
- 3.2.4 Proven competency/experience in collection and basic business data analysis.
- 3.2.5 Good community mobilization skills and demonstrated ability to develop and maintain constructive relationships and profitable networks at the local community level.
- 3.2.6 Computer literate-good working knowledge in MS Office and proficiency in utilizing technology as a field management tool.
- 3.2.7 Possesses self-drive, has good interpersonal, public relations and team orientation skills with ability to work with people from diverse backgrounds and at the local community level.
- 3.2.8 Ability to fit and work in a fast-growing and innovative team.
- 3.2.9 Good planning and organizational skills, ability to multitask and work with minimal supervision.
- 3.2.10 Good communication skills in English and Kiswahili, presentation and report writing skills and fluent in the local language of the assigned area.
- 3.2.11 Good knowledge of the geographical region/territory, environment, terrain, economic and sociocultural dynamics of the assigned region/areas where GENCAD Project activities are implemented.

##### **3.3 Relevant Work Experience:**

- 3.3.1 At least 2 years' relevant work experience with rural communities.
- 3.3.2 Thorough understanding of socio-cultural and economic dynamics of Mandera County and the larger Northern Kenya region or ASAL