Job Title	:	**Marketing and Linkages Officer (Entrepreneurship)**
Location	:	Khambhalia, Devbhumi Dwarka, Gujarat
Experience Required	:	2–4 years of hands-on experience in Marketing and linkages related to entrepreneurs
Educational Qualification	:	Postgraduate degree in Social Sciences or a relevant discipline
Language	:	Proficiency in Gujarati, Hindi and English
Remuneration	:	As per market standards
Application Deadline	:	October 30, 2026
Expected Date of Joining	:	Immediate
Apply at	:	https://forms.gle/kdLmaJxzWaYcgFSq9 careers@fwwbindia.org

About the Position

The Marketing and Linkages Officer (Entrepreneurship) will play a key role in strengthening market access and developing sustainable value chains for products produced by women micro-entrepreneurs. The position focuses on establishing strategic market linkages, enhancing product branding and packaging, identifying new business opportunities, and promoting women-led enterprises across local, regional, national, and digital markets.

The officer will work closely with Individual Enterprises, Group Enterprises, and Upscaling Enterprises to improve their market readiness and commercial viability. The role also requires coordination with government departments, private sector partners, e-commerce platforms, and other stakeholders to create sustainable marketing opportunities while ensuring project visibility and impact.

Key Responsibilities

1. **Market Linkages and Business Development**

- Develop and strengthen market linkages with local, regional, and national buyers.
- Facilitate participation of women entrepreneurs in exhibitions, trade fairs, buyer-seller meets, and marketing events.
- Identify and establish partnerships with wholesalers, retailers, institutional buyers, and online marketplaces.
- Support women entrepreneurs in accessing sustainable sales channels for their products.

2. **Branding, Packaging and Product Positioning**

- Provide technical guidance on product branding, labeling, packaging, and quality improvement.
- Assist enterprises in developing market-oriented product positioning and competitive pricing strategies.
- Ensure products meet market standards and customer expectations.

3. Market Research and Enterprise Growth

- Conduct market assessments to identify consumer preferences, emerging trends, competitor analysis, and business opportunities.
- Identify operational bottlenecks affecting enterprise growth and recommend appropriate interventions.
- Support scaling-up strategies for high-potential women-led enterprises.

4. Capacity Building

- Design and conduct training programmes on:
    - Marketing and sales techniques
    - Customer relationship management
    - Digital marketing and social media promotion
    - E-commerce and online selling
    - Business communication and negotiation
- Mentor entrepreneurs to improve their marketing capabilities and business performance.

5. Stakeholder Coordination and Convergence

- Coordinate with government departments, livelihood missions, financial institutions, producer organizations, CSR partners, and private companies to enhance market opportunities.
- Facilitate convergence with relevant government schemes and livelihood promotion initiatives.
- Build strategic partnerships that strengthen enterprise sustainability and market outreach.

6. Promotion and Communication

- Develop promotional strategies to increase visibility of products and enterprises supported by FWWB.
- Coordinate communication activities, product showcases, success stories, and promotional campaigns.
- Support participation in branding and awareness initiatives at district, state, and national levels.

7. Digital Marketing and Technology

- Promote digital marketing initiatives using social media platforms and online marketplaces.

- Support entrepreneurs in onboarding and selling through digital commerce platforms.
- Utilize digital tools for tracking sales performance, customer engagement, and marketing outcomes.

8. Monitoring, Documentation and Reporting

- Maintain records of market linkages, buyer interactions, sales performance, and enterprise growth.
- Prepare periodic reports on marketing activities, field visits, market performance, and business outcomes.
- Use data-driven insights to improve Programme effectiveness and inform decision-making.

Required Competencies

- Strong understanding of rural markets, entrepreneurship development, and value chain promotion.
- Knowledge of branding, packaging, product development, and market access strategies.
- Experience in coordinating with government agencies, private sector organizations, and development partners.
- Good communication, negotiation, and relationship management skills.
- Ability to conduct market research and analyze business opportunities.
- Familiarity with digital marketing tools, e-commerce platforms, and social media marketing.
- Strong analytical, documentation, and reporting skills.
- Proficiency in MS Office applications and data management tools.
- Willingness to travel extensively within project locations.

Preferred Skills

- Strong working knowledge of MS Office
- Experience working with women-led enterprises, Farmer Producer Organizations (FPOs), Self-Help Groups (SHGs), or producer collectives.
- Understanding of rural livelihoods, enterprise development, and value chain strengthening.