

## Job vacancy

**Position:** Branding and Promotion Expert (KE2)

**Project Title:** Technical Assistance for 'Maraş Pepper Cluster' in the South-east Anatolia Region

**Location:** Kahramanmaras, Turkey

**Project duration:** 18 months (intended start date April 2017)

**Assignment duration:** Key experts will work for the entire lifespan of the project on a fulltime basis in the base of operation (Kahramanmaras).

### Job description

Branding and Promotion Expert (Key Expert 2) will lead the Maras Pepper Promotion Group and will be directly in charge of the activities under second sub-component "Cluster Branding Promotion" of Component Implementation of the Clustering Initiative. At the same time s\he will also provide inputs for all components of the project particularly in terms of branding and promotion of the cluster. Furthermore, s\he will provide support to the Team Leader for the component "Operation of the Lab and the Common-use Packaging Facility" in terms of branding and promotion of the laboratory and common use packaging facility. S\he will perform his duties in full coordination with the TL.

### Qualifications and skills

- ✓ Minimum Bachelor's degree or higher in any field. In absence of mentioned degree, 7 years of relevant professional experience in branding and/or marketing in addition to what is required below, under specific professional experience criterion 1 will be accepted.
- ✓ Bachelor's Degree in Economics or Administrative Sciences or Engineering is an asset
- ✓ Good command of English (speaking, reading and writing),
- ✓ Full computer literacy.

### General professional experience

- ✓ Preferably of 10 years but minimum of 7 years of professional experience

### Specific professional experience

- ✓ Preferable 5, minimum 3 years of working experience in branding and/or marketing.
- ✓ Preferably 3 years, but minimum 1 year of working experience on branding and/or marketing in food industry.

Interested candidates should send their CV to [serena.tonziello@sogesnetwork.eu](mailto:serena.tonziello@sogesnetwork.eu)

**Deadline for applications: 26/11/2016**, please indicate "K2\_Maras\_name" in the e-mail subject.

Only candidates matching selection criteria will be contacted.