



Career Opportunity: Demand Creation Coordinator

The post is to be based in Magway or Rakhine and opened to Myanmar National and Advertised nationwide.

Oxfam is a leading International NGO with a worldwide reputation for excellence and over 70 years of experience. It's not unfortunate that people live in poverty. With enough wealth in this world to go around it's unjustifiable. It's not just their problem. It's ours too. Our humanitarian, development and campaigning projects change lives around the world, and with the right support, we can beat poverty and injustice. Thousands of people already commit their time and talents to our campaigning, humanitarian and long-term development projects. Now we're looking for yours.

The role:

Oxfam's Water for Women **Sanitation Marketing Project** aims to break down barriers to socially inclusive market based sanitation in Myanmar. This project is built on the human right to sanitation, which entitles everyone to safe, acceptable, and affordable sanitation. Oxfam will take a systems-based approach to breaking down barriers to socially inclusive sanitation in Rakhine and Magway, combining commercial marketing techniques with community-driven behaviour change to increase demand and accessibility to high quality latrines. Key barriers to accessing sanitation at the household level for women will be identified and addressed, including supporting a more appropriate, low-cost and sustainable latrine design to enter the Myanmar market. The project will work with the market to make purchasing a latrine easier. As market-based solutions to sanitation are new to Myanmar, country specific evidence using rigorous techniques will be generated and disseminated. This will feed into shaping government approaches to sanitation, providing opportunities for nationwide scale-up. The project will work to challenge gender norms with this process, ensuring not only messaging supports greater inclusion, but by working with youth networks and women marketers to develop gender leadership, and through intensively working with households on decision making processes.

During a six-month inception period, Oxfam undertook extensive market research into how people perceive latrine purchase and ownership in Rakhine and Magwe. The purpose of this role is to translate the findings of this data into workable parameters that can be used by yourself and other members of the project delivery team to create demand for sanitation products within the 2 project areas.

Level:

C2, National

Employment term:

Fixed-term (2 years with possibility of extension)

Report to:

Water for Women Programme Manager

What we offer:

Respectful and empowered working environment,
Life insurance, Medical+ dental + optical benefits,
Competitive salary and Career advancement opportunities,
Generous leave entitlement

KEY RESPONSIBILITIES:

- Generate creative ideas to stimulate a demand for buying a household toilet;
- Develop key marketing messages and materials to develop a brand and create brand awareness;
- Identify and address perceived challenges associated with buying and ownership of a toilet;
- Work with product designers to re-design the toilet products available to better suit people's requirements and understand purchasing dynamics;
- Work with Oxfam's business development team to assist in the creation of suitable finance products to support individuals in purchasing a toilet;

- Work with suppliers in the supply chain to ensure brand adoption and ensure customers have a good experience;
- Work with sales agents to develop recruitment profiles and training materials for sales agents and provide on training/mentoring as required.

SKILLS AND COMPETENCE:

- Higher degree in education, ideally an MBA;
- At least 3 years of experience working on business development and brand management;
- Demonstrated experience in organising and working with customer focus groups;
- Proven experience in brand development and marketing, including development of advertising messages;
- Experience in setting up, conducting and analysing market research, including market segmentation analysis;
- Experience in working throughout a supply chain (including with both customers and suppliers) to ensure that demand is both created and then satisfied appropriately;
- Demonstrated experience in developing and delivering sales training;
- Excellent listening and communication skills;
- Excellent analytical skills;
- Demonstrated facilitation, coaching and mentoring skills;
- Proven programme and management skills;
- Fluency in spoken and written Burmese and English.

Closing date: 22 October 2018, 5:00 PM

How to apply: Please state applied position in email subject line and send CV and cover letter to Human Resources Department through myanmarhr@oxfam.org.uk

(OR)

Oxfam office, No. 34, Corner of Aung Taw Mu Street and Golden Hill Avenue Street, Golden Valley Ward 2, Bahan Township, Yangon, Myanmar.
Phone: +95 (0)1 539986, 539987, 539958, 539189 and 504918

Detail and complete job profile is available upon request.

We regret that only short-listed applicants will be contacted.

Oxfam is committed to safeguarding and promoting the welfare of children, young people and adults and expects all staff and volunteers to share this commitment. We will do everything possible to ensure that only those that are suitable to work within our values are recruited to work for us. This post is subject to a range of screening checks.

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