**Position:** Profugo Field Fellow – Marketing Strategy

**Duration:** 6 months to 1 year**+**

**Hours Per Week:** Full-time

**About Us:**

Profugo is a grassroots non-profit organization involved in International Development. Profugo’s goal is to provide access to the tools that enable individuals to build a better quality of life. Based in Wayanad, India, Profugo Social Ventures Private Limited (PSVL) is the social enterprise that realizes this vision through our three-pronged approach to community development: Health & Wellness, Human Development, and Social Capital. Our dedicated team of staff and community members work together to empower rural, smallholder female farmers through our sustainable community development model. Over the past several years, our projects involved organic farming, clean water access, natural resource management through biogas, youth development, skill development through tailoring, and microfinance. In February 2021, we organized our community of smallholder farmers into Profugo Real Toxin Free Farm Products and Producer Company. We are among India’s only all-female farmer producer companies (FPC). This democratic collective protects the interests of the farmers and forges pathways to ensure sustainable agriculture can be a viable source of livelihood for the coming times.

Our Field Fellowship opportunity is a highly competitive program offered to young professionals or Masters Students. Our program offers credit to master’s students who must complete their field practicum in order to graduate. Field Fellows coordinate a specific project or program at our Center of Development in India and get great hands-on experience working alongside local staff and community members. Our Fellowship program is 6 months - 1 year in duration but longer or shorter terms of service may be considered depending on the circumstances.

**Description:**

The Profugo Field Fellowship is a great opportunity for young professionals to get hands on experience working in International Development. This year, we are specifically looking for qualified candidates with skills in marketing and/or business development to commit 6 months - 1 year to working in Prashanthagiri Village in Wayanad, India. For this appointment, you will be primarily responsible for creating and managing the market development strategy for the products of the Profugo Real farmer producer company (FPC). However, you will also support local staff and other field fellows with other programs as needed.

Profugo Real is an all-female, tribal, and non-tribal farmers’ collective in Wayanad that promotes organic farming, as well as value added products. These products, such as banana, tapioca, and jackfruit chips, leverage the abundance of locally-available resources and their sales support marginal farmers and their families. Currently, we are selling toxin free produce through our local cooperative, but we are also interested in finding other markets domestically for our organic produce. Our FPC), Profugo Real Toxin Free Farms Products and Producer Company has been registered with a 2000 women farmers as members. This is a unique FPC as all of our farmers are women – one of India’s only all-female FPCs.

**To realize the potential of our strong network of farmers, we are looking for an individual with a business development and/or marketing strategy background with specific skills to identify and build markets to sell our products, effectively tell our story, and communicate our unique selling proposition.** Responsibilities will include: creating and implementing a strategy to ensure strong markets for the products developed by farmers of the Profugo FPC, designing various promotional materials, building a distinctive brand for Profugo FPC, as well as forging enduring, strategic partnerships and identifying key stakeholders and partners who can advocate for and promote our initiatives. You will tasked with this initiative with limited resources, so creativity, practicality, and ability to find low cost solutions are critical. Overall, all of your work will reflect Profugo’s mission and ethos of community-empowerment and gender equity. In addition, the Field Fellow is critical in supporting local staff and existing projects, as necessary, so flexibility, willingness, and enthusiasm to serve the team in any way that is needed are required. You will report to the US Executive Director and the Indian Field Team Director.

**Characteristics of a Field Fellow:**

* Entrepreneurial.
* Team Player.
* Background in communication/ marketing /business/agriculture.
* Flexible and open-minded.
* Willing to take initiative.
* Positive and enthusiastic.
* Relationship builder.
* Able to overcome challenges
* Knowledgeable and passionate about business development, product promotion women empowerment, social entrepreneurship, agriculture, natural resource management, promotional material design, or communication.
* Cross-cultural experience a plus.
* Experience in or exposure to rural environments a plus.

**Types of Responsibilities/Objectives:**

* Design and implementation of an appropriate marketing strategy for the products and services of Profugo.
* Development of promotional materials and documents about programs and products of Profugo.
* Building strategic partnerships with organizations and networks that can enhance marketing of value added products that community members produce.
* Designing strategy for brand building of “Profugo Real” in national and international markets
* Designing documents appropriate for various markets for products of Profugo.
* Exploring and creatively linking with marketing channels at national and international level for the products of Profugo
* Supporting other team members on other Profugo programs as needed
* Acting as a liaison to the US office
* Occasionally producing blog posts or other reports as needed

**Costs:** Profugo will provide room, board, a modest stipend, and $ for travel costs to field placement.

**How To Apply:** Please fill out our [Field Fellow Application](https://forms.gle/fghwE4xex7y8XG1j7) and submit along with your resume/CV and recommendation letters by April 30, 2021. Email any questions to [GetInvolved@Profugo.org](mailto:GetInvolved@Profugo.org).