

Marketing Expert USAID Serbia Big Small Businesses (BSB) Activity (Short-term, part-time)

Background:

The United States Agency for International Development (USAID) Big Small Businesses project (BSB) is a five-year activity implemented in partnership with ACDI/VOCA, J.E. Austin Associates (JAA), CEVES, and the Ana and Vlade Divac Foundation.

BSB is working with the Serbian wine sector on initiatives to improve rootstock and planting material quality, boost recognition, and drive sales of wineries in regions cultivating local grape varieties. This effort aims to increase demand for vineyard expansion and leverages ongoing activities in wine production, marketing, and tourism by local actors, BSB, and other projects.

Marketing Expert to Increase Wine-Related SMEs' Visibility and Revenues (The Expert):

JAA is seeking a Marketing Expert to Increase Wine-Related SME's Visibility and Revenues for the BSB project funded by USAID. *This is a short-term position for up to 27 days of effort between January 24 and March 28, 2025.* Fluency in Serbian and English is required.

The engagement will take a phased approach. In phase 1, the Expert will (Landscape Analysis) in collaboration with BSB staff, determine the status of general internet space coverage on the varieties and regions, marketing strategies and market integration for wineries in selected target regions, and promotional and branding strategies of a variety of stakeholders that work with wine sector. The Expert will potentially, in phase 2, work with BSB to produce an intervention strategy. Detailed Scope of Work (SOW) will be discussed during negotiation stage.

Responsibilities:

Phase 1, LOE: up to 13 days

- Conduct a Landscape Analysis to evaluate promotional strategies and market integration of two or three regions selected by BSB.

Phase 2, LOE: up to 14 days

- Develop an intervention strategy outlining partners and activities in the second stage.

Qualifications:

- Master's or bachelor's degree in tourism, agriculture, business, marketing, economics, or related fields.
- Minimum 10 years of private sector experience in marketing and brand development, preferably in the tourism or wine business.
- Strong communication skills, including report writing in English.

- Strong interpersonal skills with the ability to facilitate workshops and dialogue at all levels in a culturally sensitive manner.
- High independence, flexibility, and ability to meet strict deadlines.
- Fluent in spoken and written English and Serbian.

Application instructions:

Please apply online by attaching your CV with the subject line “Marketing Expert to Increase Wine-Related SMEs’ Visibility and Revenues” to tstojkovic@jeaustin.com by 5:00 pm U.S. EST on Friday, **January 10th**. No telephone inquiries, please. The applications will be reviewed promptly upon receipt, only finalists will be contacted. JAA is an equal opportunity employer. Women, minorities and people from diverse groups are encouraged to apply. JAA will never request payment or charge a fee to apply for any position. JAA values the protection of your personal data.