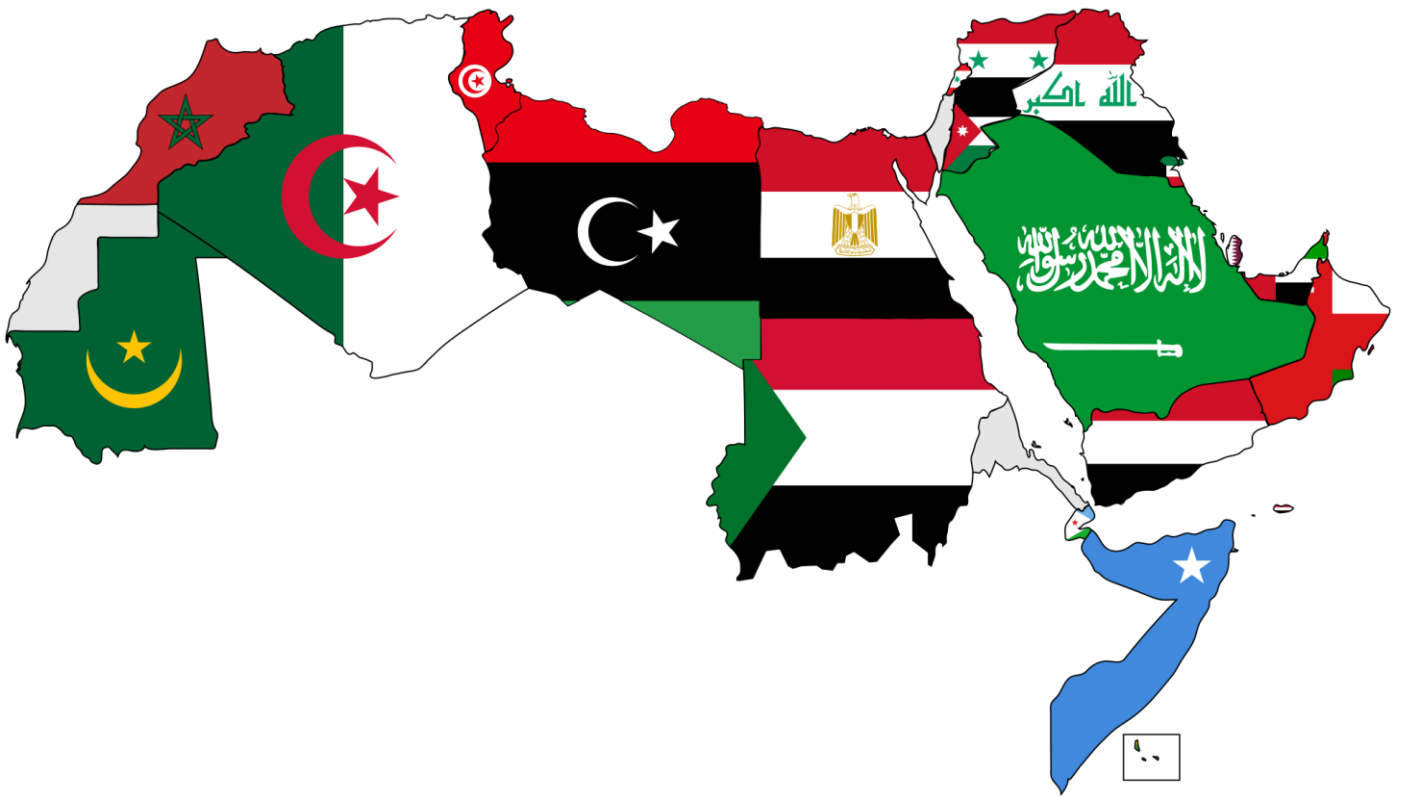


# Program Coordinator Agricultural Diplomacy

December, 2022

English Version



## Introduction

CultivAid is an Israeli not-for-profit organization operating in East Africa. CultivAid specializes in capacity building as well as knowledge and technology transfer initiatives with a focus on agriculture, water, and nutrition. CultivAid emphasizes the construction of local/regional knowledge infrastructures as an essential mechanism for empowerment and development. CultivAid's methodology combines market oriented and social development initiatives.

The Agricultural Diplomacy Initiative is a unique program that seeks to build bridges between the agricultural ecosystems of Israel and other Middle Eastern and North African (MENA) Countries for the sake of food security, political stability, economic growth, economic integration, environmental sustainability and to develop long lasting peaceful relationships.

The initial program will be established in Morocco.

CultivAid is recruiting a program coordinator for the Agricultural Diplomacy initiative. The program Coordinator will be responsible for overseeing the program work plan, public relationship and fund raising. As part of the position the program Coordinator will identify potential partners, conduct research on the relevant interventions, set and conduct meetings with stakeholders and will travel to Morocco several times.

The initial position is a 10 month period at 50% position with an option for extension.

The first phase of the program includes establishment of the public relations and the fund raising plan of the program.

## Job Description

The program Coordinator will be required to conduct a study of Morocco and define options for agricultural projects based on demographics, social conditions, agro-ecology and value chains, defining opportunities for CultivAid to have an impact. The research will provide an in depth understanding of Morocco, define potential partners, define the desired programs, understand current Israeli initiatives, map stakeholders, potential funding sources and evaluate potential projects. The program Coordinator will be required to conduct an assessment visit to Morocco based on the research developing communication with potential partners and stakeholders. The final outcome of the research will be to develop a conceptual design for the first phase of implementation.

The program Coordinator will be responsible for establishing a public relations strategy and campaign that highlights the importance of Israeli technology and knowledge in the realm of agriculture, water and the environment and its potential in supporting initiatives in Middle East and North African (MENA) countries. The program must have the ability to convey a clear message in supporting the Abraham Accords and collaboration between Israel and MENA countries.

The position requires high motivation, self-management, communication skills, strong data analysis. The program Coordinator will be responsible for the development of the program framework up to the point of implementation.

The Major Tasks include:

1. Identify relevant partners and stakeholders in Israel and in the MENA countries
2. Set meetings for the program
3. Developing a public relations campaign for the Agricultural Diplomacy program
4. Developing a fundraising strategy for the Agricultural Diplomacy program

5. Supporting a desk review of Morocco, including a review of literature, analyzing secondary data, and identifying relevant documents that can provide an holistic understanding of the countries' history, socio-economics, agriculture, demographic, knowledge infrastructure, etc. etc.
6. Supporting an assessment visit to Morocco to define potential areas of operation and potential partners.

## Job Requirements

- 2+ years' experience in international project coordination
- B.S.C degree in international relations or related fields
- Knowledge of and experience with the MENA countries - a plus
- Ability to work independently and meet deadlines.
- Willingness to travel internationally and work on a flexible schedule.
- Strong communication skills.
- Excellent computer skills (Word, PowerPoint, Excel).
- Native in written and spoken English.
- Fluency in written and spoken French and Arabic - a plus
- Experience in running media campaign a plus

## Job Definition

### Position breakdown

1. The position is a 50% position for 10 months with an option of additional position in other project in the organization.
2. The job requires the following
  - a. Research and planning – 10%
  - b. Public Relationship content building – 10%
  - c. Fund raising Content building – 10%
  - d. Meetings coordination and summary – 20%

## Management and interface

1. The program Coordinator is to report directly to the CEO/Program Director
2. The program Coordinator will work with the PR and resource development departments.
3. Interface
  - a. PR department
  - b. Fundraising department
  - c. Technical department

## Responsibilities

The Coordinator will be responsible to identify relevant partners, coordination of meeting with stakeholders, researching, identifying and developing projects in Morocco and other countries defined in the Agricultural Diplomacy. The Coordinator will lead the public relations campaign and fundraising initiative.

## Partnership identification

1. Researching on organizations working in the related thematic areas
2. Taking part in meetings

3. Summary and follow up with stakeholders
4. organizing document and data in a easy to access fashion

### Network development

- Develop a map of all companies, innovators, entrepreneurs, government agencies and NGOs working in the context or related to the Abraham accords
- Representation at conferences
- Responsible for continued communication with potential partners and donors
- Newsletters for program

### Desk Review

1. Supporting in Research and writing the desk review which includes research the history, politics, geography, agroecology, economy, culture, natural resources, value chains, farmers, infrastructure etc etc.

### Assessment

1. Support in planning itinerary for the visits
2. Schedule meetings
3. Logistics of transportation, food, accommodations
4. Take part in the assessment visit
5. Draft an assessment report

### Fundraising

1. Working with the fund raiser to identify foundations
2. Supporting the fund raiser to communicate with foundations
3. Developing required materials and content
4. Communication with donors
5. Presentation of program
6. Report to donors

### Public relations

1. Working with management to develop strategy for Agricultural diplomacy program, what type of content to create, target audiences, framework of PR.
2. Implementation of strategy and workplan for PR of program
3. Establishing social media presence
4. Monitoring and evaluation of program's outreach
5. Establish presence at Conferences
6. Communication with newspapers and media

### Content development

- Creation of PR material and content
- Create a social media buzz and viral content
- Provide content for other sources

### Work hours

1. The position is flexible hours with 3 visits to Morocco during the 10 months.
2. When in Israel, at least 1 day a week in the office.