



Functional Title:	Market System Development Specialist
Responsibility level/Grade:	Specialist
Workstation:	Central Office, Lalitpur
Department/Project:	Program Development and Delivery
Incumbent's Name:	TBD
Principal Evaluator Title:	Senior Coordinator -Program Mangement and Quality Assurance

BACKGROUND

CARE Nepal is a not-for profit organization that works across the range of humanitarian action and long-term development programs to fight poverty and achieve social justice by addressing gender-based violence, women and girls' leadership and voice, inclusive governance, sexual & reproductive health, inclusive education, livelihoods, food and nutrition security, disaster risk reduction, and climate justice. It brings on its global experience to address the underlying causes of poverty and social injustice, with a distinct focus on the most marginalized and vulnerable women and adolescent girls. It works in partnerships with government, donors, NGOs, civil society organizations, research institutes, private sectors, and closely collaborates with community members.

CARE promotes resilient livelihoods, economic empowerment of women and older adolescent girls, gender equality, and inclusive governance to ensure sustainable and equitable development. The climate change, market volatility, and persistent inequalities expose women and marginalized populations to greater risks and vulnerabilities. To address such risks and promote economic empowerment CARE is prioritizing resilient market system development as a key approach. This ensures that marginalized women, older out-of school adolescent girls, smallholder farmers, vulnerable communities and micro and small enterprises (MSEs) can come in to mainstream economic opportunities, access opportunities, adapt to shocks, and thrive in a dynamic economic environment.

JOB SUMMARY

The Market System Development Specialist will provide strategic and technical leadership to design, implement, and scale resilient market system development (MSD) interventions within CARE Nepal's programs. The Specialist will work closely with program teams, implementing partners, government, private sector actors, cooperatives, producer groups, and financial institutions to strengthen inclusive and climate-resilient market systems. This role brings in the expertise on market system development, women entrepreneurship promotion, business modeling, private sector engagement, green enterprise, access to finance, impact investment, blended finance, and evidence-based influencing.

The employee shall fully comply with CARE policies and procedures and should be accountable for it.

KEY RESPONSIBILITIES AND TASKS:

The role and responsibilities of the Accountability Officer include but are not limited to:

R1. Strategic leadership and Program development

- Lead the development and periodic review of CARE's market systems development strategy, aligned with organizational goals and sectoral priorities.
- Identify priority sectors/value chains for intervention based on evidence, market assessments, and CARE's comparative advantage.



- Ensure alignment with CARE's Gender Equality Framework, Resilience Approach, market based approach and Inclusive Market Systems principles.
- Lead or contribute to the design of high-quality proposals and concept notes for donor-funded projects, embedding MSD, PSE, and inclusive growth strategies.
- Develop and operationalize strategies for engaging private sector actors as partners, investors, and market enablers.
- Identify opportunities for blended finance, impact investment, and other innovative funding mechanisms through private sector.
- Provide strategic advice to senior leadership on trends, opportunities, and risks in MSD and private sector engagement.

R2. Program Implementation and Technical Assistance

- Provide technical leadership in implementing market system development strategies and interventions that address the systemic issues hindering market functionality and inclusive market system, ensuring inclusion of women, youth, and marginalized groups so that these interventions contribute in inclusive local economy and social justice.
- Support integration of resilience, gender-transformative approaches, and climate adaptation in market system interventions and green growth.
- Lead value chain/market analysis, business modeling, and market facilitation strategies to enhance competitiveness and inclusivity of women lead/ managed businesses.
- Ensure integration of Market System Development with cross-cutting themes like climate resilience, gender equity, and youth employment.
- Provide technical backstopping to project/ program teams and implementing partners in areas of enterprise development, business modeling, access to finance, and climate-resilient livelihoods.
- Conduct detailed market research, mapping, and analysis to understand the dynamics, constraints, and opportunities within targeted value chains.
- Provide technical guidance and support to field teams in implementing market-based interventions such as value chain upgrading, market linkage development, and business service provision.
- Develop sustainable delivery models for CARE's tools and approaches in partnership with the private sector actors

R3. Engagement with Stakeholders

- Facilitate partnerships and linkages with private sectors, market actors, lead firms, financial institutions, cooperatives, producer organizations, the chamber of commerce and relevant government stakeholders.
- Promote green growth solutions and partnerships that expand opportunities for economic resilience of women entrepreneurs from marginalized communities.
- Strengthen market systems and capacity of market actors to provide inclusive, demand-driven, and climate-resilient services.
- Facilitate shared value partnerships that align business incentives with development impact.
- Engage with bank and financial institutions, impact investors, and venture capitals to promote blended finance for entrepreneurship development and economic empowerment.
- Work closely with incubators, accelerators, business membership organizations, market actors, private sectors for creating business ecosystems for green growth and entrepreneurship development.
- Manage or support relationships with key private sector stakeholders—national and multinational companies, industry associations, social enterprises, etc.
- Facilitate business-to-business (B2B) linkages, fostering partnerships that enhance market access for smallholder farmers, SMEs and other vulnerable groups



R4. Monitoring, Documentation, Dissemination, and Reporting

- Develop and implement different tools to track market system changes, business growth, value chain financing, and women's economic empowerment.
- Support to conduct market assessments and value chain analyses to identify opportunities for interventions and inform programming decisions
- Document empirical evidence, good practices, lessons learned, and challenges of MSD works to inform adaptive management.
- Prepare periodic technical and progress reports for donor reporting requirements.
- Knowledge dissemination through knowledge products, policy briefs, empirical evidences, implementation research, and case studies

R5. Partnership and Coordination

- In collaboration with partners, facilitate innovation and pilot projects that promote inclusive business models such as strengthen smallholder friendly supply chains, improve efficiency in service delivery, finding innovative solutions that benefit the marginalized population mainly women and girls etc.
- Work closely with program teams, thematic leads, and implementing partners to ensure coherence and quality program delivery.
- Build synergy with CARE's Market Based Approach and resilience initiatives, contributing to cross-learning and innovation.
- Coordinate with relevant government stakeholders, likeminded organizations, lead firms, private sectors, business membership organizations and networks to enhance collaboration and leverage.

R6. Advocacy and Influencing

- Actively contributes to development of policy briefs, position papers, and carrying out advocacy campaigns for green growth and women's economic empowerment.
- Provide evidence-based inputs to influence local, provincial, and federal government policies on inclusive market system development, access to finance, and resilience building.
- Represent CARE Nepal in relevant forums, working groups, and networks on resilient livelihoods, private sector development, women entrepreneurship, and women's economic empowerment.
- Support advocacy efforts by generating and sharing evidence to influence pro-poor, economic resilient policies and practices.

R7. Upholding CARE's Core Values and Ensuring its principles

- Link and demonstrate CARE Nepal's core values, programming principles, strategic objects, women and girls' equality, and impact in programming and behaviors.
- Comply and exercise organizational values and culture.
- Help to promote rights and good governance.
- Responsible for gender responsive behavior in all actions and decisions
- Safety and Security is everyone's responsibility within CI through full compliance and accountability (as per Principle –ii of the CARE International Safety & Security Principles).

R8. Safeguarding Responsibilities

- Uphold CARE's Safeguarding Policy and Safeguarding Code of Conduct.
- Must read the Safeguarding Policy and either sign the Safeguarding Code of Conduct or sign a Code of Conduct that is consistent with or references this policy and Safeguarding Code of Conduct.



SPENDING AUTHORITY: NA

WORKING CONDITION: Kathmandu with frequent field visits.

PERSON SPECIFICATIONS REQUIREMENTS

Qualifications and Experiences

- Master's degree in business administration, Agribusiness, Entrepreneurship, Economics or related field.
- Minimum 5 years of relevant professional experience, with at least 3 years in market system development, private sector engagement, access to finance, and green growth related programs. Proven experience in designing and implementing inclusive value chain, access to finance, resilient market system development, and inclusive market interventions. Experience in engaging with private sector, small and medium enterprises, cooperatives, bank and financial institutions, and government stakeholders.

Skills and Competencies:

- Strong understanding of resilience frameworks, gender-transformative approaches, and women's economic empowerment.
- Excellent facilitation, partnership-building, and negotiation skills with private sector actors.
- Skills in market analysis, business modeling, and impact measurement.
- Excellent communication, facilitation, and partnership-building skills.
- Willingness to travel frequently to field locations and work with marginalized communities.

Incumbent's Signature: _____

Date: _____

Supervisor's Signature: _____

Date: _____