Business Development Specialist

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Phone :
Web :

Job Summary

Vacancy :
Deadline : Mar 12, 2025
Published : Mar 02, 2025
Employment Status : Full Time
Experience : Any
Salary : As per NTA salary scale
Gender : Any
Career Level : Any
Qualification :

About ASMO:

Afghan Social Marketing Organization (ASMO) is a social marketing and behavioral change communication organization established in August 2008. ASMO is a free-standing, not-for-profit Afghan organization that aims to create positive health outcomes by giving Afghan households the information they need to make informed and healthy choices and expanding access to high-quality health products through commercial markets.

From its inception to date, ASMO successfully implemented multimillion-dollar projects in Afghanistan through sub-awards sponsored by USAID, focusing on improving maternal and child health outcomes through the private sector.

Job Description:

Under the direction of the Executive Director, the Business Development Specialist develops a BD action plan in line with ASMO's long-term strategic plan and ensures its implementation; actively searches health industry BD opportunities; writes proposals in coordination with the management team; implements sound public relations strategy for ASMO; expand ASMO public relations (PR) with donors and private entities and present ASMO core capabilities to attract more business for ASMO. The incumbent will be a member of the ASMO management team.

Program Strategy and Implementation:

Ability to design and implement innovative health programs that address the needs of the target communities.

Manages and oversees program strategy development and implementation for major program areas – Business Development (BD) and Public Relations (PR) in coordination with the management team

Provides longer-term business development focus to expand areas of business and diversify sources of funding to expand NGO's reach, health impact increase income, and ensure the future growth of the organization

Foster long-term relationships with key stakeholders to support the organization's goals.

Business Development:

In consultation with the Executive Director, drafts business development strategy and prepares the annual Business Development Plan

Develop a donor mapping document and regularly update it

Develops new business relationships with donors to attract more businesses for ASMO

Foster long-term relationships with key stakeholders to support the organization's goals.

Identify funding opportunities from various sources, including grants, donations, and corporate sponsorships.

Develop and implement community engagement strategies to promote social marketing campaigns.

Develops proposals in coordination with the management team

Public Relations:

Contribute to the development of corporate communication strategy for ASMO and ensure its implementation

Provide constructive input in the development of capability statement, brochure, newsletter, briefer, posters, and organizational profile

Represents ASMO at external events, including workshops, conferences, and meetings to promote and advance the organization's work

Identify and establish partnerships with local and international NGOs, government agencies, and private sector organizations.

Write and submit funding proposals to secure financial support for social marketing initiatives.

Adheres to all ASMO administrative and operations policies and procedures.

Assumes other duties, as directed by the Executive Director

Job Requirements:

Education & Qualifications: Master's Degree in Public Health and/or business, economics, development studies, or related field from a recognized university

Industry Experience: At least 10 years of work experience in the same field, work experience with donor agencies, and national and international NGOs in relevant capacities, and Understanding of the health sector, including the latest trends, challenges, and best practices. A track record of generating new business worth around one million USD per annum

Technical: Evidence of successful program management, proposal writing, and winning projects in the past.

Project Management Skills: Proficiency in project planning, budgeting, implementation, and evaluation.

Personal qualities: Have confidence and skills to deal directly with and influence donors for new ideas and initiatives for presenting ASMO in different sector

Financial & Reporting Skills: Proficiency in financial planning, budgeting, and resource allocation. Expertise in preparing and presenting financial reports to stakeholders.

Technology: Proficient in MS Word, Excel, and PowerPoint

Language skills: Fluent in verbal and written English, Pashto, and Dari.

Communication skills: Excellent communication skills, able to communicate effectively at all levels within the organization

Submission Guideline:

Interested candidates should submit their resume along with a cover letter to the Human Resource Department of the Afghan Social Marketing Organization (ASMO).

The subject line must be (ASMO/BD-S/3/2025) otherwise the application will NOT be considered.

No resume will be taken under consideration without having the position title and vacancy number in the subject line of the email.

Please note that applications received after the closing date will not be considered

"Female applicants are highly encouraged to apply"

Submission Email:

hr@asmo.org.af

Education & Experience

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Educational Requirements

Compensation & Other Benefits