



# Myanmar Red Cross Society

HR-HQ VA No. 056 – Program Manager (Commercial First Aid)



Myanmar Red Cross Society (MRCS) is volunteer based humanitarian organization throughout the whole country acting with and for the most vulnerable at all times.

## Program Manager (Commercial First Aid)

- No. of Post** : 1 Post
- Report to** : Deputy Director
- Department** : Resource Mobilization Department
- Program/Project** : MRCS Branch Development and Financial Sustainability through Decentralization of Commercial First Aid (CFA) to States and Regions Project
- Duty Station** : NayPyiTaw/Yangon
- Grade** : F-2
- Benefits** : Salary + Insurance + Transportation Allowance + Health Benefit Allowance + Supplementary Allowance + Training + Travelling Allowances + Casual Leave + Quarantine Leave + Earned Leave + Medical Certificate Leave + Maternity Leave + Home Leave + Substituted Leave + Paternity Leave + Compassionate Leave + Blood Donation Leave

**Application Period** : 30-April-2024 to 14-May-2024, 16:30

### Background of the Project

Among the income-generation activities implemented by MRCS, the delivery of certified first aid trainings to external companies / organisations has been ongoing at both headquarter and branch levels, under the name of Commercial First Aid (CFA). The primary mandate of MRCS remains humanitarian, with first aid and first aid training provided to support people in need and the resilience of the communities. Commercial First Aid activities are separate income-generation activities that also contribute to the ideal of having “one first aider in each household”, or in each workplace. MRCS is starting a multi-year programme for the standardisation and decentralising of CFA to its State/Regional (S/R) Branches, so to ensure a common approach and standards are followed in all CFA activities throughout the country and branches are strengthened in their financial sustainability.

**"Person with disability are encouraged to apply this post as they will be given equal opportunity"**

**"Our recruitment and selection procedures reflect our commitment to the safety and protection of children, and prevention of violence among communities' members in our programs"**

*Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality*

*MRCS-IFRC (NSIA)/Program Manager for NayPyiTaw/Yangon/Resource Mobilization Department (30/4/2024)*



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## Purpose of the Position

The **Program Manager (Commercial First Aid)** is in charge of managing the implementation of the Business Model for the standardization and decentralization of MRCS Commercial First Aid activities, including overseeing sales, marketing and training delivery. The **Program Manager (Commercial First Aid)** reports to the Deputy Director of the Resource Mobilization and they are responsible for achieving the defined financial targets and for management of budgeted expenditure and donor funds allocated to the initiative.

The **Program Manager (Commercial First Aid)** will work in close cooperation with First Aid and Safety Services Department (FASSD) of MRCS, acting as technical line manager of the CFA Officer working in FASSD and responsible for the technical aspects and quality assurance of CFA trainings.

## Duties and Responsibilities

### **Coordination, Planning and Implementation**

1. Sets the quarterly plan for the implementation of the Business Model for standardisation and decentralisation of CFA, in collaboration with all involved Departments (Resource Mobilisation, FASS, Organisational Development, and Finance Departments) and coordination with the Red Cross Red Crescent Movement partners supporting the initiative program.
2. Identifies the CFA focal points involved in the programme and holds coordination (one-to-one, virtual) meetings with them a monthly basis to support the implementation.
3. Builds and maintains longer-term partnerships with local marketing companies and/or consultants to establish a Marketing strategy for CFA, in coordination with MRCS Communications focal points.
4. Ensures that a range of high quality and effective marketing materials are developed for use by the sales promoters at both headquarter and branch level.
5. Coordinates and support the States/Regional Branches in conducting sales activities to potential customers, including regularly contacting and meeting with clients
6. Coordinates and act as line manager of the CFA Officer for the organization of CFA Training of Trainers (ToT), for quality assurance of CFA activities implemented at branch level including the certification process.
7. Delivers income-generation trainings to the relevant CFA focal points.

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8. Coordinates and supports the CFA MRCS States/Regions involved in the programme in updating market analysis.
9. Coordinate the setting-up of a customer feedback system and supports States and Regions in adjusting the implementation to meet customer needs.
10. Develops standard procedures for the investigation of customer complaints and ensures compliance by the CFA focal points across the country.
11. Identifies any mitigating action to be taken to avoid repeated complaints and discusses these with the Director and Deputy Director. Ensures customer response letter are drafted by the relevant CFA focal points at State/Region Letter.
12. Ensures that headquarters stock management (training materials) is carried out satisfactorily, in conjunction with the CFA Officer for quality assurance and the Logistics and Supply Chain Management department.
13. Oversees the dissemination and implementation of CFA guidelines.

#### Financial Management

14. Prepares annual and quarterly budget with detail break down.
15. Responsible for working advance validation and claim in time.
16. Manages income and expense in line with MRCS Financial Guidelines and Policy.
17. Keeps regular monitoring on income and expenditure as well as utilization and variance.
18. Submits monthly liquidation reports to Finance Department in timely manner.

#### Monitoring and Reporting

19. Uses the data to ensure that customer targeting is professional, efficient and maximizes profitability.
20. Develops and maintains a client database at HQ level, making sure that State/Region CFA focal points, regularly upload information and checks potential duplication/overlapping of services between HQ and S/R Branches.
21. Reports on a monthly basis to MRCS Commercial First Aid Task Force and on a quarterly basis to the Commercial First Aid Steering Committee on progress including financial achievement to target and the progress of sales enquiries.
22. Submits monthly progress reports including suggestions and analysis.

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### General

23. Leads the procurement process of RM Department.
24. Performs any other related tasks assigned by Director and Deputy Director if required.

### Skills, Competencies and Requirements

- **Must be University Graduated with related degree in Business Management & Business Development subjects**
- Proven 4 to 5 years of experience in Marketing and Business Administration
- Experience in event sales and marketing at Cooperate level
- Excellent Communication and Interpersonal Skills, Negotiation skill, Reporting Skill, Interpersonal Skill, Facilitation skill, and Organizational skills
- Problem- Solving skill and Diplomacy, and attention to detail
- Sales and Marketing skills to promote the Program and attract partnership
- Coordination and cooperation skills to deal with different partners including corporate companies, agencies, UN and NGOs
- Ability to manage budgets, Administration and IT Skills
- Excellent command of English and Myanmar especially in translating, including written, spoken and typing
- Self-Motivation and enthusiasm, and ability to travel anywhere in short-notice
- Ability to manage and priorities multiple tasks, take initiative and problem solve and ability to meet deadlines
- Ability to work well in a team and dealt with stressful situation
- Ability to follow Red Cross (7) fundamental principles, MRCS policy, strategies and guidelines
- Understanding of commitment to and willingness to actively promote the Red Cross and Red Crescent Fundamental Principles
- Experience of working for the Red Cross/Red Crescent is preferred

**\*\*Note: Applicants will be considered to be shortlisted that need to send application letter, CV, passport-size photo, education qualifications and references (PDF Version) to:**

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**Head Office:**

Myanmar Red Cross Society

Razathingaha Road, Dekhinathiri,

Nay Pyi Taw.

Email: [mrcshrrecruitment@redcross.org.mm](mailto:mrcshrrecruitment@redcross.org.mm) (or)

For more information and application, please visit to the [www.redcross.org.mm](http://www.redcross.org.mm)

**Only short-listed candidates will be contacted for a personal interview.**

**Branch Office:**

Myanmar Red Cross Society

No. 42, Red Cross Building, Strand Road,

Botahtaung Township, Yangon. (or)

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