



Terms of Reference

Manager, Value Chain Engagement

WWF-Pakistan

Department	:	Food & Agriculture Programme
Project / Program	:	Regenerative Production Landscape Collaborative-Pakistan
Reporting to	:	Senior Manager
Grade / Title	:	D2/Manager Value Chain Engagement
Duty Station	:	Lahore/Multan
Employment Contract	:	Long Term
Work Week	:	5 (Monday to Friday) Days - 40 hrs / week.
Work Hours	:	830 to 1715 hrs.

Working Relationships:

External: Government departments, ministries, research and academic institutions, financial institutions, business entities, public and private organisations, NGOs, and farmers' organisations.

Internal: Works closely with senior manager/ compact managers, project teams, and other programme teams.

Job Summary

1. Mapping of Agricultural Value Chains

- Identify prevalent agricultural value chains at the national and regional level to engage them in landscape initiatives.
- Identify the current level of opportunities and constraints to engage the identified value chains to take synergetic actions for the resilience of the landscape, communities, and sourcing.
- Work with compact managers to map identified value chain actors, their sourcing areas, the flow of the supply chain, and local organisations/actors supporting local sourcing to chalk out their role in landscape resilience initiatives.

2. Landscape Investment Planning

- Develop landscape investment plans for prioritised agriculture value chains to be shared with identified business entities to take action and invest in the resilience of the landscape and communities.

3. Engage Businesses for Landscape Resilience Actions

- Organize and facilitate discussions with prioritised actors of the agriculture value chain businesses to get them on board.
- Give follow-ups to prioritise potential business entities to take action and implement these for the resilience of the landscape.

4. Partnerships & External Linkages

- Identify and engage relevant government departments, ministries, research and academic institutions, business entities, public and private organizations, NGOs, and farmers' organisations to play their role in landscape-level resilience action, including landscape governance, planning, and management.
- Engage with financial institutions to address key barriers to access green financing, enabling landscape actors to scale regenerative production systems.

5. Stakeholder Engagement & Coordination

- Organize stakeholder workshops, meetings, and conferences, develop reports, record feedback from stakeholders, and prepare action items accordingly.

6. Communication & Knowledge Management

- Prepare communication material for internal and external communication in consultation with WWF-Pakistan's Communication department.

7. Report Writing

- Collect information on initiatives/activities being implemented by landscape stakeholders to generate consolidated reports.
- Prepare a summative report on the performance of implementing partners engaged in the implementation of the regenerative initiative in the targeted region.

Selection Criteria:

- Master's degree in agriculture, agricultural economics, agriculture marketing, MBA in supply chain management, marketing, or business analytics.
- Seven years of experience with the public/private organization in agribusiness development, engagement with corporates/businesses, impact investment planning and implementation.

Other Skills & Competencies

Technical Competencies

- Personnel management skills and experience.
- Good problem-solving skills and results orientation.
- Ability to travel in field areas.
- Ability to motivate and influence others.
- Sensitivity to gender and other social issues in Pakistan.
- Demonstrated interpersonal communication and leadership skills.

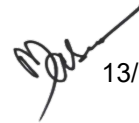
- Proficiency in MS Office.

Behavioural Competencies

- Excellent communication and interpersonal skills.
- High level of professionalism, integrity, and confidentiality.
- Strong analytical thinking and attention to detail.
- Collaborative, team-oriented approach with the ability to work across departments.
- Proactive, organized, and solution-oriented mindset
- Adhere to WWF’s Values: Courage, Integrity, Respect and Collaboration

Hiring Manager/Supervisor:

Signature / Date:



13/03/2026

HR department:

Signature / Date



16.03.2026

Approved by Director

Signature / Date



16.03.2026

WWF- Pakistan is an equal opportunity employer and reserves the right to amend this document from time to time, as may be required in the interests of the organization