PRODUCERS DIRECT

Terms of Reference

User Researcher East Africa
Job Description

Producers Direct is an award winning organisation led by farmers, for farmers. We operate globally with offices in Kenya, Peru and London, working through a network of producer organisations across East Africa and Latin America. We have been awarded grants by leading institutions such as the World Bank to bring together leaders in climate and agricultural data and help farmers respond to climate risks. Through this work we aim to collect and integrate multiple sources of data and present this back to farmers with a personalized, accessible perspective on how to adapt and respond to specific challenges.

We are seeking someone to help us improve our digital tools, Farm Direct and Croppie. Farm Direct is a system that supports farmers and producer organisations to gather and analyse on-farm business data and monitor performance, providing data visualisations via dashboards for farmers and producers organisations. Croppie, is an android application that uses AI to take photographs of coffee plants and return yield predictions and personalised agronomic advice. This is a great opportunity to use your skills as a user researcher to put smallholder farmers with diverse access to technology, digital literacy profiles at the centre of our development approach and advocate for their needs.

Job Title: User Researcher

Reports to: Head of Digital Programs

Location: Uganda (hybrid)

Goal: Work with the Head of Digital Programs, the Program team and our Producer Organisations located in East Africa to gather actionable feedback and observations from the field to guide the development of our digital tools.

Key tasks include:

- Lead/ Facilitate farmer-centered design processes. Conduct user research, user interviews, usability testing to gather insights and validate design decisions, ensuring that the needs of our users are central to the product development process
- Work closely with our Producer Organisations in East Africa to be the "eyes and ears" of the Digital Team on the ground to see what is and isn't working well (1 week every month)
- Take responsibility for compiling the feedback gained from the field into written documents which can be used by the digital and program teams
- Collaborate with the programs team, including developers, project managers, field coordinators to conceptualize, design, and iterate on Producers Direct's digital solutions and programs
- Take an active role in assigning priorities to features and solutions (digital and non-digital) based on experiences at our Producer Organisations and the overall Producers Direct goals and objectives
- Work closely with developers to ensure the successful implementation of designs, providing detailed design specifications, assets, and guidance throughout the development process.
- Support uptake of our digital tools in the field, including running workshops, training users (with support and materials provided) and working with the Program team to coordinate non-digital activities
- Lead on proposing solutions to the challenges encountered on the ground with support from the Head of Digital Programs and the Program team
- Support the Communications team by gathering case studies, photos and other communications assets whilst in the field.
- Aid in the translation of materials from English to Ugandan local languages where required (preferable)
- Other activities as requested by Producers Direct management

Qualifications:

- Bachelor's degree in a relevant field such as Anthropology, Sociology, Psychology, Human-Computer Interaction (HCI), marketing, communications or a related discipline and/or five years of relevant experience
- Five years of work experience in user research, usability testing, or a related field, particularly in gathering actionable feedback and observations from fieldwork.
- Proficiency in qualitative research methodologies such as ethnographic research, interviews, surveys, and participatory research techniques.

- Strong communication and interpersonal skills, with the ability to build rapport and establish trust with stakeholders at all levels, including Producer Organisations, program teams, and field coordinators.
- Ability to travel regularly to conduct fieldwork and engage directly with Producer Organisations and end-users.
- Fluency in English is required; proficiency in local languages spoken in East Africa, particularly Ugandan local languages, is highly advantageous.
- Commitment to Producers Direct's mission and values, with a passion for empowering smallholder farmers and improving livelihoods in East Africa.
- Flexibility and adaptability to work in a dynamic and evolving environment, with a willingness to take on additional responsibilities as needed
- Project management skills, with the ability to prioritize tasks, manage timelines, and collaborate effectively with cross-functional teams.
- Familiarity with digital tools and platforms used in agricultural development or similar sectors is beneficial.
- Experience working with tools like Jira, Figma, Trello, Notion is preferred but not mandatory.

What We Offer:

- Meaningful Impact: Join a team dedicated to empowering smallholder farmers in East Africa and globally
- Collaborative Environment: Work with cross-functional teams in a supportive environment.
- Hybrid Work: Flexible location options for a balanced work environment.
- Travel Opportunities: Conduct fieldwork in East Africa to gain firsthand insights.
- Competitive Compensation: $12,000 - $17,000USD/year depending on experience (Initial 12-month Consultancy Contract, with scope for renewal on the basis of strong performance)
- Diverse and Global Workplace: Embrace diversity and inclusion in our workplace with a team based in several countries

If you're keen on the role, kindly forward your CV and a cover letter outlining why you're the ideal candidate for this position to info@producersdirect.org by April 5th