



## JOSEPH MALATA | Iringa, Tanzania

*Joseph has a decade of practical experience in various roles at One Acre Fund, an agricultural social enterprise operating in the Southern Highlands of Tanzania, coordinating and working closely with extensive field teams and smallholder farmer groups. Joseph excels at translating complex ideas into engaging narratives that not only resonate with local contexts and cultures but also effectively disseminate from headquarters to field team trainers, farmer group leaders, all the way down to the individual farmer.*

### EXPERIENCE PRIOR TO TANZA VENTURES

#### Field Operations - Various Roles | One Acre Fund Tanzania | Oct 2013 - Aug 2023 | Iringa, Tanzania

- Almost 10 years experience in One Acre Fund Tanzania (OAF-T) Field Operations team, supporting its growth from serving ~1,000 farmers planting maize only, to 85,000 farmers farming a variety of crops (e.g. maize, potatoes, sunflowers, coffee) and trees (Avocado, Macadamia, Apples, Banana, timber species along with various indigenous soil improving variants).
- Owned all meeting coordination and communication with the 400+ staff large Field Operations Team; including curating agenda and materials twice a month, effectively balancing content around marketing, sales, input delivery as well as an all year round extension program across ten distinctively different districts.
- Key contributor supporting a cultural transformation in the Field Operations Team, activities included:
  - Supporting roll out of new recruitment model which helped to achieve a better gender diversity.
  - Recruitment of a new regional management team, pivotal to improving repayment results.
  - Supporting the roll out of various innovative interventions such as team wide training on psychological safety and customer service bootcamps; ultimately leading to the organisation's Net Promoter Score quadrupling in 12 months.
- Worked several years as a Training Coordinator among other things responsible for:
  - Designing training content and breaking down strategies (e.g. marketing strategies) into training materials cascading down from Field Leaders, to Field Officers to farmer Group Leaders.
  - Onboarding of hundreds of Field Officers and Field Managers into their roles and the OAF-T culture.
  - Managing the professional development of the Field Operations Team by facilitating ongoing training and skills development initiatives.
  - Facilitating Farmer Group Leader Trainings.
  - Onboarding of newly promoted staff within the organisation into their new roles and responsibilities.
- Worked several years as a Field Operations Team liaison to the Impact / R&D Team, responsible for:
  - Developing "Training of Trainers" (ToT) curriculum for impact-related field training.
  - Enhanced impact training evaluation using CommCare, collecting quantitative data for curriculum redesign to drive smallholder farmer behaviour change more effectively.
  - Conducted numerous farmer focus groups for collecting qualitative data and refining training materials to achieve the same goal of driving smallholder farmer behaviour change more effectively.
- Fostered positive relationship with government authorities ranging from village, to district and regional levels.
- In every role, spent several hundreds of hours in the field every year, meeting farmers in their fields, conducting farmer focus groups on a variety of topics, along with mentoring field based staff in the day to day field work.

### EDUCATION

- Bachelor of Tourism Management | Sokoine University of Agriculture, Morogoro, Tanzania | 2009 - 2013