**TITLE:** Business and Marketing Officer

**PARTNER(S):** Q´uma Chocolates

**COUNTRY AND PLACE OF ASSIGNMENT:** Peru, Lima

**CONTRACT DURATION:** 12 weeks

**DESCRIPTION:**

Uniterra is a leading Canadian international volunteer cooperation and development program, jointly implemented by the Centre for International Studies and Cooperation (CECI) and World University Service of Canada (WUSC). Uniterra contributes to improving the socio-economic conditions of poor and marginalized communities in 14 countries and with over 170 partners in Africa, Asia and the Americas through the exchange of expertise and knowledge of Canadian and international volunteers. Uniterra believes that economic growth, when inclusive, is the most powerful driver of poverty reduction. The purpose of the Uniterra program is to improve the lives of some of the world’s most vulnerable populations by stimulating growth and facilitating access to the benefits of growing and diversified markets. To make this happen, we are working with our local partners to enhance the income of poor and marginalized women and youth through better access to employment and income generation opportunities. Uniterra country program staff work with our local partners to design Uniterra assignments in the context of the country strategy, supporting the inclusion of women and youth in key economic subsectors.

For more information on the Uniterra program, our approach and countries of focus please visit: Uniterra.ca.

Q’uma is a tree-to-bar chocolate made from the finest selection of cocoa beans hand-picked in the Peruvian rainforest. This chocolate is made entirely in Peru, the cocoa’s country of origin. This allows Q’uma to work directly with small-scale cocoa farmers and, thereby, to improve the quality of life of their families. Q’uma goes beyond fair trade in that it not only seeks a fair price, but also the involvement of small producers throughout the chocolate making process. It visits them regularly and gets to know their families and works in partnership with them to improve their quality of life. This is Q’uma’s way of building sustainable relations of trust with small producers.

After a few years subcontracting its chocolate production, Q’uma is now setting up her own plant, which will enable her to have better capacity to meet the demands of the national and international markets. It is in this context that Q’uma is looking for a volunteer Advisor in marketing to help it update its marketing strategy and be more competitive on the national market.

**RESPONSIBILITIES:**

- Support the development of a market research study and identify new market opportunities.
opportunities.
- Learn about the chocolate market in Peru.
- Support the partner organisation in expanding its sales on the national and international markets.
- Develop promotional material such as brochures in order to increase brand awareness
- Identify and create links with potential clients and key stakeholders to increase its visibility.
- Update and edit the client database.
- Ensure the participation and representation of women and youth in all activities and events.
- Produce the reports required by the Uniterra Program and the partner.
- Support communication and outreach activities.

**QUALIFICATIONS:**

- Experience in communications, document writing and marketing strategies.
- Knowledge and use of various social network platforms.
- Strong written and oral communication skills.
- Autonomy, innovation and work adaptability in an intercultural environment.
- Work, academic, or volunteer experience in the business field an asset.
- Basic level of Spanish required. Possibility of a two-week intensive Spanish course.
- Knowledge of the chocolate market and industry, especially in Peru, an asset.