TITLE: Marketing Officer

PARTNER(S): Nativos Chocolates Amazónicos

COUNTRY AND PLACE OF ASSIGNMENT: Peru, San Martín

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.

Nativos is a small chocolate maker which purchases couverture chocolate from the San Martín region to manufacture chocolate bars and chocolate based confectionery products. The cocoa comes from organic farms as well as small fruits from the Amazon region which are also used to make chocolate. Nativos offer a chocolate product line in the form of bars, candies and powder for hot chocolate. These products are sold at the retail level or wholesale for specific events or companies. Nativos has a semi-automatic production plant operated by six employees.

Nativos would like the support of a volunteer Marketing Officer to better position itself on the regional market and expand into the national market.

RESPONSIBILITIES:

- Support the development of a market research study and identify new opportunities / markets to sell its products.
- Support the social 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 visibility.
- Update and edit the client database.
- Support communication and outreach activities.
- Ensure the participation and representation of women and youth in all activities and events.
- Produce reports required by the Uniterra Program and the partner.

**QUALIFICATIONS:**

- Experience in communications, document writing and the development of 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.
- Knowledge of Spanish, intermediate level. Possibility of a two-week intensive Spanish course.
- Knowledge of the chocolate market and industry, especially in Peru, an asset.