TITLE: Business Development Officer

PARTNER(S): HaiLife Company

COUNTRY AND PLACE OF ASSIGNMENT: Tanga, Tanzania

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.

HaiLife is a new juicery that uses locally-grown produce, pressed into completely additive- and preservative-free 100% fruit and vegetable cold-pressed juices. HaiLife (Hai is Kiswahili for alive) sees good and clean food as the cornerstone of a healthy family. HaiLife was established in 2013 as a private sector company in the horticulture industry. It introduced its first products into the market in early 2016. The response of the market has been positive, and clientele include some of the best hotels and most valued retail outlets in Dar es Salaam.

The Business Development Officer volunteer will support Uniterra program objectives and HaiLife by supporting the expansion of business opportunities and improvement of processes.

RESPONSIBILITIES:

- Work with HaiLife in market research to identify new business opportunities;
- Develop comprehensive knowledge in production process development;
- Support staff in identifying sales opportunities between product lines;
- Ensure the representation and participation of women and youth in all activities and program benefits;
- Write reports required by HaiLife and the Uniterra program

**QUALIFICATIONS:**

- Experience in market research, sales, social media marketing are assets
- Experience in working within multicultural teams
- Ability to work in an environment with limited resources
- Strong written and oral communication skills in English; Swahili is an asset