TITLE: Communications Officer

PARTNER(S): Women Entrepreneurship Project (WEP) / INDECOS

COUNTRY AND PLACE OF ASSIGNMENT: Sri Lanka, Matara

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.

Women Entrepreneurship Program (WEP), a flagship program of INDECOS, whose objective is to increase income of self-employed women in the Southern region through micro financing and business development. WEP works with and encourages and provides support for unemployed or vulnerable women to start new businesses, often in support of the broader tourism sector. In order to fulfil its mandate WEP needs to further develop their project management, planning, vision and quality of services. WEP needs to further develop their project in terms of capacity and quality of services.

RESPONSIBILITIES:

- Develop social media networking tools and build WEP’s social media presence;
- Provide training to staff on social media best practices and how to update their information on the different platforms;
- Conduct analysis of WEP’s current communication practices;
- Develop promotional content for target audience, this may include print, photo, video, audio, or other multimedia content;
- Develop and update the website;
- Ensure the participation of women and youth, as well as their representation, in all activities and all program benefits;
- Write reports required by WEP and the Uniterra program.

**QUALIFICATIONS:**

- Excellent writing, strong communication skills in English.
- Ability to work independently, as well as part of a team.
- Work experience in multicultural environments is an asset