**TITLE:** Marketing Officer

**PARTNER(S):** Kalkudah/ Passikudah Guest House Owners Association

**COUNTRY AND PLACE OF ASSIGNMENT:** Sri Lanka, Passikudha

**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.

The Kalkudah/ Passikudah Guest House Owners Association has eighteen members including five Woman Guest House Owners. The Association's mission is to be recognized as the formal and effective representative body of Bed & Breakfasts, Guest Houses and Restaurants within Kalkudah & Passikudah. The Association represents the views of its members in areas directly or indirectly affecting their business and works to find immediate and effective solutions in order to promote and build the industry in the region. The Association collaborates with other organizations within the tourism and hospitality industries, locally, nationally and internationally to encourage a more integrated and synergized approach to ensure the greatest benefit for its members and the region.

**RESPONSIBILITIES:**

- Work with Kalkudah & Passikudah to identify key tourist destinations and and assist in creating a marketing analysis for each;
- Assist with a review of Kalkudah & Passikudah’s current marketing strategy;
- Conduct trainings on social media and other online marketing tools to increase the
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<th><strong>online presence of Kalkudah &amp; Passikudah;</strong></th>
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<td>- Promote the accessibility and participation of women and men, especially young women and young men, in all program activities;</td>
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<td>- Write reports required by HDCC and the Uniterra program.</td>
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**QUALIFICATIONS:**

- Interest in working in the hospitality sector
- Capacity to work independently as well as part of a team
- Effective communication and training skills
- Friendly and adaptable
- Sensitive towards cultural differences