TITLE: Marketing and Communication Officer

PARTNER(S): Kelani valley plantations PLC (KVPL)

COUNTRY AND PLACE OF ASSIGNMENT: Sri Lanka, Nuwara Eliya

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.

Kelani valley plantations PLC (KVPL) is a subsidiary of Hayles, a leading manufacturer of protective hand wear in the world. The company was incorporated as a regional plantation company in June 1992. It was initially managed by DPL plantation PVT LTD, acquiring the controlling interest in 1995 the company comprises of 26 estates covering over 13000 hectares in total with almost equal extend of tea and rubber, spanning three distinctive agro-climatic regions.

KVPL manages 4042 hectares of tea plantation and produces approximately 7 million kg of tea annually. The specific locations of the plantations enable the company to offer a wide product spectrum, each carrying individual features of attraction.

RESPONSIBILITIES:

- Conduct research on the marketing of tea in and around Nuwara Eliya and Nanu Oya;
- Conduct an analysis of Kelani Valley Plantation’s current communication practices;
- Develop activities to increase participation of the community in the tea sector;
- Create linkages to assist in marketing community developed products being sold at the tea centre;
- Ensure the participation of women and youth, as well as their representation, in all activities of and all program benefits;
- Write reports required by Kelani Valley Plantations and the Uniterra program.

**QUALIFICATIONS:**

- Demonstrated research skills
- Excellent writing and communication skills in English.
- Strong leadership and networking skills.
- Work experience in multicultural environments is an asset
- Ability to work well independently as well as part of a team.