**TITLE:** Social Marketing Officer

**PARTNER(S):** Pro Leche

**COUNTRY AND PLACE OF ASSIGNMENT:** Bolivia, La Paz

**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.

Pro Leche is a decentralized entity of the Ministry of Productive Development and Plural Economy of the Plurinational State, which works under the authority of the decentralized entity PRO-BOLIVIA.

Together, they share the principle objective of promoting milk consumption among the Bolivian population and increasing the average rate of consumption per capita up to the average level for Latin America.

**RESPONSIBILITIES:**

- Support the development of an external communication strategy;
- Support the design of a promotional campaign to increase milk consumption nationally;
- Support the creation and development of slogans that promote milk consumption in Bolivia;
- Support the development of promotional posters promoting milk consumption;
- Provide training in the development of slogans and promotional posters for
members;
- Provide training to the partner organization on the development of milk information campaigns;
- Ensure the participation and representation of women and youth in the development and implementation of all activities;
- Write reports required by the host organization and the Uniterra program.

**QUALIFICATIONS:**

- Knowledge in marketing and promotion;
- Experience working in international cooperation an asset;
- Knowledge of Equality Between Women and Men (EFH) issues;
- Intermediate level of Spanish.