<table>
<thead>
<tr>
<th><strong>TITLE:</strong></th>
<th>Business and Marketing Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PARTNER(S):</strong></td>
<td>Asociación de Industrias Lácteas de Bolivia (ANDIL)</td>
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<tr>
<td><strong>COUNTRY AND PLACE OF ASSIGNMENT:</strong></td>
<td>Bolivia, La Paz</td>
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<tr>
<td><strong>CONTRACT DURATION:</strong></td>
<td>12 weeks</td>
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</tbody>
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**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 Asociación de Industrias Lácteas de Bolivia – ANDIL, is a non for profit enterprise which has for main objective to promote the development of industrial and commercial activities within the national milk production sub-sector.

ANDIL groups around 300 micro, small and médium milk production enterprises who work at processing milk into yoghurt, cheese and other productions. ANDIL is active in the La Paz, Oruro, Potosi, Cochabamba and Santa Crux, and Beni departments.

The purpose of this assignment is to support the development of commercial strategies for the market of milk and milk products.

**RESPONSIBILITIES:**

- Support the development and implementation of a business plan and marketing strategy for Andil;
- Offer training to partner organization staff on the development of soft skills required
for marketing and sales development;
- Assist partner organization in conducting a market analysis to find new business opportunities/markets to sell their products;
- Assist partner organization in promoting their products and expanding sales in domestic markets;
- Assist partner organization in identifying and building partnerships with potential clients and key stakeholders to increase visibility;
- Increase the brand awareness of the partner organization by creating brochures and other promotional material;
- Promote the equal participation and representation of women and men in all activities;
- Produce reports required by partner organization and the Uniterra program.

**QUALIFICATIONS:**
- Experience in communication, documentation and marketing strategies
- Comfortable with various social media platforms
- Good written and oral communication skills
- Resourcefulness, innovation and adaptability working in a cross-cultural team environment
- Work, academic, internship or volunteer experience in the area of business will be considered as an asset
- Basic level of Spanish