TITLE: Business and Marketing Officer

PARTNER(S): Movimiento de la economía solidaria y comercio justo en Bolivia (MESyCJ)

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.

The Movimiento de la Economía Solidaria y Comercio Justo en Bolivia (MESyCJ), was established as a representative body for the country's producers. It is a network of organizations dedicated to the promotion of the social and solidarity economy in nine departments of Bolivia, in both urban and rural regions. MESyCJ's mission is to promote, develop and publicize the social economy and free trade.

It is also intended to be a point of reference within the sector at the national and international levels. Solidarity, transparency and mutual respect are among its principles and basic values.

The MESyCJ groups 75 organisations of producers, associations and other civil society organisations.

RESPONSIBILITIES:

- Support the partner in identifying niche markets in the national market for alpaca and llama wool production;
- Facilitate the development and implementation of marketing strategies for the domestic
- Provide training and support for MESyCJ members in the development of marketing plans;
- Assist in the promotion of alpaca wool and llama handicrafts and support the creation of a strategy for the promotion of handicrafts;
- 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 and experience in the implementation of marketing tools
- Experience in developing and facilitating adult education activities
- Experience in international cooperation or in a developing country an asset
- Able to work independently and in a team
- Knowledge of gender equality
- Intermediate level of Spanish