TITLE: Communication Officer

PARTNER(S): Asociación Artesanal Boliviana Señor de Mayo (ASARBOLSEM)

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.

ASARBOLSEM (Asociación Artesanal Boliviana Señor de Mayo) is a leader in the development of Fair Trade and Social Solidarity Economy in Latin America. The Association is a member of IFAT (The world’s leading trade fair for environmental technologies) and is invited each year to testify to the progress of fair trade and its contribution to the income of small producers around the world.

ASARBOLSEM has previously been able to exhibit in Italy, UK, Switzerland, Canada, Ecuador, Peru, Chile, among other countries, as well as in Bolivia, and in France. The Association is also recognized by importers registered in the AELE network, with whom they carry out surveillance, monitoring and evaluation and fair trade impact activities.

The purpose of this assignment is to support ASARBOLSEM to improve its positioning and commercial visibility.

RESPONSIBILITIES:

- Support the development of a communication strategy and the design and
development of communication tools;
- Conduct a content review of the organization’s website, develop a workplan for content revisions and support the development of new material (ie. success stories, photos, videos);
- Facilitate the development of a promotional video, that can have positive impact on national and international markets for the partner;
- Facilitate communication related workshops and/or training to partner organization staff;
- Draft case studies and share on social media;
- Document success stories and partner’s activities and create content for online newsletters and media;
- Support the creation of content for various social platforms (eg. Facebook, Twitter, YouTube, Instagram, blogs, etc.);
- Assist in the creation of promotional materials;
- Promote the equal participation and representation of women and men in all activities;

QUALIFICATIONS:

- Work, academic, internship or volunteer experience in the area of communication and social media
- IT skills (e.g. Microsoft package, use of databases, website design, etc.)
- Strong writing and communication skills
- Analytical and synthesis skills
- Ability to work in an intercultural environment
- Ability to work independently and in a team
- Basic level of Spanish required