**TITLE:** Communication Officer  

**PARTNER(S):** Ser Familia  

**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.

Ser Familia is a foundation which has been developing initiatives for over 12 years through the implementation of programs and projects based on an integrated model, which includes human/social development services, as well as economic/productive development.

Its main target groups are women, youth, persons with disabilities and other vulnerable persons. It implements three main programs: Women: Family Heads and Entrepreneurs; Youth with Sustainable Jobs or Businesses; and My Rights and Our Rights.

The purpose of this assignment is to support the communication and positioning of the partner.

**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 content (ie. success stories,
photos, videos);
- Facilitate the development of a promotional video that can have positive impact on national and international markets;
- Research and draft case studies and share on social media;
- Document success stories and partner’s activities and create content for online newsletters;
- Support the creation of content for various social platforms (e.g. Facebook, Twitter, YouTube, Instagram, blogs, etc.);
- Facilitate communication related workshops and/or trainings to support building the capacities and skills of partner organization’s staff;
- Assist in the creation of promotional materials including the development of a promotional video
- Promote the equal participation and representation of women and men in all activities;
- Produce reports required by partner organization and the Uniterra program.

**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.) desired
- 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