**TITLE:** Branding and Marketing Officer

**PARTNER(S):** La Voz que Clama en el Desierto

**COUNTRY AND PLACE OF ASSIGNMENT:** Guatemala, Sololá Department

**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.

La Voz que Clama en el Desierto (The voice that weeps in the desert) is a cooperative initiated by a group of men and women from the community of San Juan La Laguna who decided to work as a team to promote the cultivation and marketing of coffee. Currently the cooperative has 4,452 square meters of land, designed to process coffee naturally and manually; 162 small coffee producers are engaged in the technification of coffee production with organic materials that are environmentally friendly, and contribute to the social and economic development of the community.

**RESPONSIBILITIES:**

- Support the development and implementation of a branding and marketing plan
- Offer training to staff on the development of a marketing strategy and/or on the development of soft skills required for branding marketing
- Assist in conducting a market analysis to find new business opportunities/markets to sell their products
- Assist in expanding sales in domestic and international markets
- Increase the brand awareness of the partner organization by creating brochures and other promotional material
- Assist in identifying and building partnerships with potential clients and key stakeholders to increase visibility
- Update and edit information on client databases
- Ensure the participation of women and youth, as well as their representation, in all activities of and all program benefits;
- Write reports required by partners 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
- Fluency in Spanish required.