**TITLE:** Market Promotion and Communication Intern  

**PARTNER(S):** CHILDREN-Nepal - FTG-Nepal  

**COUNTRY AND PLACE OF ASSIGNMENT:** Nepal, Lekhnath, Pokhara  

**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.

CHILDREN-Nepal is a non-profit and non-governmental social organization that works to promote the rights, welfare and development of marginalized children and youth. Suryamukhi Handicrafts is an income generating program associated with CHILDREN-Nepal. Suryamukhi Handicrafts has been striving to empower disadvantaged and low-income women by developing their vocational skills in sewing, stitching and embroidery. The women of Suryamukhi Handicrafts have an opportunity to earn a fair wage and improve the quality of life for themselves and their families. This allows them to become socially and economically self-reliant.

**RESPONSIBILITIES:**

- Review current communications and marketing activities to create strategies to leverage these tools more effectively;
- Assist in increasing sales through new communications and marketing strategies and promotion tools;
- Assess new market opportunities and trends, especially in the context of new
handicraft product development;
- Explore opportunities to participate in national and international fairs, trade shows and exhibitions;
- Advise on producing relevant and up to date print and electronic promotional materials (i.e. leaflets, catalogue, website, social media platforms, etc.);
- Train and support staff in business promotion, outreach marketing and using different platforms to communicate with target audiences;
- Prepare and draft reports required by CHILDREN-Nepal organization and the Uniterra program;
- Promote the accessibility and participation of women and youth in all program activities.

QUALIFICATIONS:
- Experience in product marketing and communication;
- Excellent verbal and written communication skills in English;
- Strong personal initiative, resourcefulness, flexibility, and desire to learn with a positive attitude;
- Capacity to work independently and proven ability to work as part of a team.