TITLE: Journalism and Communications Officer

PARTNER(S): César Vallejo University

COUNTRY AND PLACE OF ASSIGNMENT: Peru, Tarapoto

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 Tarapoto branch of César Vallejo University is one of 10 university branches in Peru offering 10 different degree programs, all with the same mission of contributing to economic and social development of the country. The School of Administration and Tourism (la Escuela Académico Profesional de Administración en Turismo y Hotelería) trains professionals to promote research and the creation, dissemination and application of expertise in administration, tourism and the hospitality industry. This training endeavours to impart an entrepreneurial vision to enhance the productivity and competitiveness of enterprises, thereby contributing to the development of both public and private organizations, as well as society in general. As part of its curriculum, la Escuela Profesional de Administración en Turismo y Hotelería supports rural tourism initiatives offering practicums and internships.

The IV Peruvian Tourism Conference (CONPETUR) will take place the first week of November 2018 in the city of Tarapoto San Martín. The Cesar Vallejo University, is a member of the organizing team. The Conference goal is to contribute to the development of competencies, encouraging identity and critical thought, for the improvement and inclusion of academia, through sharing experiences and exchanging ideas between professionals,
students and the private sector. It is in this context that the Cesar Vallejo University would like the support of a Journalism and Communications Officer volunteer to develop a communication strategy for the Congress, tap into its most important moments and write articles about the Congress’ activities and the San Martin region.

**RESPONSIBILITIES:**

- Support the partner organization in developing a relevant communication strategy that can be easily implemented with the most impact during the course of the event.
- Develop and manage a photo bank prior, during and after the Congress.
- Review the organisation’s website content, develop a work plan for the content updates and support the development of new content (success stories, newsletters, photos, videos).
- Conduct interviews with international and national speakers, organising team members and the public at large.
- Prepare and distribute an evaluation of the event to have the participants’ formal feedback.
- Support the creation of content on the event and overall tourism for various social platforms (for ex. Facebook, Twitter, YouTube, Instagram, blogs, etc.).
- Support the creation of promotional material.
- Facilitate the sharing of best practices between the partner organisation and its members and/or interested stakeholders.
- Evaluate and analyse the partner organisation’s needs for documentation and archives.

**QUALIFICATIONS:**

- Work, academic, or volunteer practicum experience in communication and social network fields.
- Strong IT skills (for instance, Microsoft Suite, use of databases, website design, etc.).
- Strong written and oral communication skills
- Capacity to conduct analysis and synthesize findings
- Ability to work in an intercultural environment.
- Ability to work independently and with a team.
- Knowledge of Spanish, intermediate level desired.