<table>
<thead>
<tr>
<th><strong>TITLE:</strong> Marketing Officer</th>
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<tbody>
<tr>
<td><strong>PARTNER(S):</strong> ASARBOLSEM / Multipartner</td>
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<td><strong>COUNTRY AND PLACE OF ASSIGNMENT:</strong> Bolivia, La Paz</td>
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<td><strong>CONTRACT DURATION:</strong> 12 weeks</td>
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**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 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 objective of the current mandate is to support handicraft partners ASARBOLSEM, MESyCJ, Comart, AIQ and Qhana to identify creative ways to insert into local markets.

**RESPONSIBILITIES:**

- Contribute to the market analysis of the current local handicap sector;
- Support in developing and delivering training on tools for market entry for handicraft producers;
- Support partner discussions on creative ways for handicraft producers to benefit from the current market scenario;
- Assist partners in the development of market insertion strategies;
- Ensure the participation of women and youth, as well as their representation, in all activities of and all program benefits; and
- Write reports required by partners and the Uniterra program as required.

**QUALIFICATIONS:**

- Work, academic, internship or volunteer experience in the area of market entry strategies
- Experience or interest in working on training development
- Demonstrated ability to take initiative
- Ability to work independently and collaboratively in cross-cultural environments
- Have an intermediate written and oral level of Spanish