**TITLE:** Public Outreach Officer  

**PARTNER(S):** Tree Aid  

**COUNTRY AND PLACE OF ASSIGNMENT:** Tamale, Ghana  

**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.

TreeAid is an international development organization founded in 1987 that helps villagers living in the drylands of Africa to unlock the potential of trees to reduce poverty and protect the environment. TreeAid work in the drylands of Burkina Faso, Ghana, Mali and Niger and isolated areas of Ethiopia. TreeAid has been working in Ghana since 1994, with offices in Tamale.

The Public Outreach Officer will support TreeAid’s objective of educating communities on conservation and sustainable management of trees in the savannah ecological zone.

**RESPONSIBILITIES:**

- Develop strategies to raise community awareness on conservation and sustainable management of ecological zones.
- Support in the implementation of activities in the sensitization plan.
- Identify women groups working on various tree crops and create a database with this information.
- Raise community awareness on economic tree value chains in northern Ghana.
- Research and identify new opportunities with local communities in northern Ghana.
- 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 Tree Aid and the Uniterra program

**QUALIFICATIONS:**

- Work, academic, internship or volunteer experience in the area of public outreach
- Ability to work in a team setting
- Demonstrated ability to take initiative
- Ability to work independently and collaboratively in cross-cultural environments
- Written and oral fluency in English