| TITLE: Communications Officer |
| PARTNER(S): Women in Coffee Association |
| COUNTRY AND PLACE OF ASSIGNMENT: Guatemala, Guatemala City |
| 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 Asociación de Mujeres en Café (Women in Coffee Association) has the mission of strengthening the productive and business capacities of its members, in order to promote profitable and competitive coffee companies. It has the vision of being recognized as the national and international leader for creating opportunities for women in the coffee industry in Guatemala, improving their lives, and of their families and communities. http://mujerescafeguatemala.org/

In this context, the Association is looking to strengthen its communication skills by learning how to create a branding and marketing strategy that can increase its visibility, focusing on the economic empowerment of women and youth.

**RESPONSIBILITIES:**

- Review and propose improvements for the association’s communication tools and materials (logos, brands, social networks, etc.);
- Support in the development of a promotional and marketing strategy proposal for the association;
- Support in the implementation of activities that help improve the visibility and
marketing of the association;
- 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 the partner and the Uniterra program.

**QUALIFICATIONS:**

- Preferably, work, academic, internship or volunteer experience in the area of marketing and publicity
- Demonstrated ability to take initiative
- Ability to work independently and collaboratively in cross-cultural environments
- Have an upper intermediate written and oral level of Spanish