**TITLE:** Marketing and Communication Intern

**PARTNER(S):** Women’s Skills Development Organization (WSDO), Fair Trade Group (FTG) Nepal

**COUNTRY AND PLACE OF ASSIGNMENT:** Nepal, Chautara Marg Simalchaur 8, 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.

Fair Trade Group (FTG) Nepal is a consortium of Fair Trade organizations in Nepal that aims to improve the socio-economic status of underprivileged and marginalized producers of Nepal. FTG Nepal promotes the fair trade sector and advocates to ensure support for its member organizations. FTG members work in handicrafts, agro-food, and non-timber forest products (NTFPs), with a focus on income-generating programs and other fair trade activities in Nepal.

WSDO is one of FTG Nepal’s members. It is a non-profit Fair Trade organization that has been working since 1975 to empower socially and economically disadvantaged women in rural Nepal. They make a wide range of handwoven and handmade products, including handbags, cases, purses, toys, footwear and household accessories. They provide training on weaving, knitting, designing, cutting, and stitching. For more information please visit: https://wsdonepal.com.

WSDO wants to promote its handicraft products in national and international markets. To do so, they are looking for an intern who can support in marketing their products through the creation of a new catalogue, especially for the World Fair Trade Organization (WFTO) Conference.
### RESPONSIBILITIES:
- Support the development of a product catalogue;
- Take photographs of the products;
- Develop the content and design of the catalogue;
- Offer training to WSDO staff on Photoshop and product photography;
- Ensure the participation and representation of women and youth in all activities of and program benefits; and
- Write reports required by WSDO and the Uniterra program.

### QUALIFICATIONS:
- Work, academic, internship or volunteer experience in the area of marketing and design
- Experience in photography and Photoshop
- Ability to work independently and collaboratively in cross-cultural environments
- Demonstrated ability to take initiative
- Demonstrated coaching or mentorship skills, including tact and professionalism
- Written and oral fluency in English