<table>
<thead>
<tr>
<th><strong>TITLE:</strong></th>
<th>Business and Marketing Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PARTNER(S):</strong></td>
<td>Promoción de Desarrollo Sostenible (IPES)</td>
</tr>
<tr>
<td><strong>COUNTRY AND PLACE OF ASSIGNMENT:</strong></td>
<td>Lima, Peru</td>
</tr>
<tr>
<td><strong>CONTRACT DURATION:</strong></td>
<td>12 weeks</td>
</tr>
</tbody>
</table>

**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.

IPES is an organization aiming to increase nutrition and food security, to create decent jobs and equal pay, to provide access to quality basic services and to create a healthy environment for the men and women of Latin America and the Caribbean. IPES targets the most disadvantaged in particular, so that they can operate in an socially and economically sustainable environment with higher levels of institutions and governance. IPES uses an intervention model that strategically favours sustainable development, capacity building, using appropriate technology, impact on standards and policies, and knowledge management. As such, the cross-cutting themes are implemented in accordance with the principles of environmental protection, the pursuit of justice, participatory governance, and the pursuit of excellence.

**RESPONSIBILITIES:**

- Support in the development and implementation of a business plan;
- Offer training to the staff of the partner organization in the development of a marketing strategy and/or the development of soft skills required for marketing and sales teams;
- Assist the partner organization in carrying out a market analysis to find new opportunities / business markets to sell their products;
- Assist the groups and actors with whom the partner organization works in marketing and sale;
- Increase brand awareness of the partner organization by creating brochures and other promotional material;
- Assist the partner organization in the identification and creation of partnership with potential customers and key stakeholders to increase visibility;
- Update and edit information in customer databases;
- Prepare and drafts reports required by the host organization and the Uniterra program;
- Promote the accessibility and participation of women and youth in all program activities.

**QUALIFICATIONS:**

- Experience in communication, documentation and marketing strategies
- Comfortable with various social media platforms
- Good written and oral communication skills in Spanish
- Resourcefulness, innovation and adaptability working in a cross cultural team environment
- Work, academic, internship or volunteer experience in the area of business will be considered as an asset