TITLE: Business and Marketing Officer

PARTNER(S): Alianza Cacao Perú (ACP)

COUNTRY AND PLACE OF ASSIGNMENT: Peru, San Martin

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.

Alianza Cacao Perú (ACP) is a cooperative that brings together public and private investment partners with the objective of having Peru recognized as a world leader in fine cocoa production. They also work to improve producers’ living conditions through a sustainable and alternative dominant business model. The Alliance operates in the regions of San Martín, Huánuco and Ucayali. Its program consists of two phases: establishing a profitable, inclusive and sustainable production model for fine aroma cocoa; and coaching cooperatives and associations of regular and fine aroma cocoa producers on how to gain international recognition through a stronger international marketing strategy and by promoting openness and good governance within their cooperatives.

RESPONSIBILITIES:

- Research the cocoa and chocolate sector and market in Peru;
- Support the development and implementation of two business plans, one for a small chocolate business and the other for a cocoa cooperative located in the partner intervention zone. These plans will be a pilot to be replicated in other regions.
- Assist ACP in carrying out a market analysis to find new opportunities/clients in order to expand their business and increase product sales. This will be a pilot to be
replicated with other ACP partner organizations.
- Offer training to ACP staff on the development of a market strategy and/or on the interpersonal/communication skills required for marketing and sales teams;
- Improve the branding strategies of ACP member organizations in order to increase brand awareness, by creating brochures and other promotional material;
- Assist in updating and editing information in commercial customer databases;
- Develop innovative business activities that promote improvements of the partner’s entrepreneurial skills;
- Ensure the representation and participation of women and youth in all activities of and program benefits;
- Write reports required by the partner and the Uniterra program.

**QUALIFICATIONS:**

- Work, academic, internship or volunteering experience in the area of marketing and/or business
- Knowledge of and experience managing various social media platforms
- Strong written and oral communication skills
- Ingenuity, innovation and adaptability working in an intercultural team environment
- Have an advanced level of Spanish (essential)
- Note: please bring your own laptop