TITLE: Marketing Officer

PARTNER(S): Hambantota District Chamber of Commerce (HDCC)

COUNTRY AND PLACE OF ASSIGNMENT: Sri Lanka, Hambanthota

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.

Hambanthota Chamber of Commerce (HDCC) key roles is to prepare our business community to face challenges by identifying, planning and implementing relevant projects and programmes which will benefit them and our district as a whole. Currently, this means ensuring that the business community is properly prepared to take the advantage of the changes that will come to the district as a result of the major development projects already underway and planned for the southern region. In recent years, HDCC has been able to go beyond the original concept of a Chamber of Commerce and has opened up a number of special projects aimed specifically at the overall economic development of the district - particularly by making use of the national and international partnerships that have been built up over the year.

RESPONSIBILITIES:

- Work with HDCC to identify key tourist destinations and and assist in creating a marketing analysis for each
- Assist in the branding for various tourist destinations
- Assist in creating a concrete approach, objectives and budget for promotional activities
- Conduct research on current local travel markets
- Engage residents and the business community on destination stewardship
- Ensure the participation of women and men in all activities by engaging with youth (men) to promote gender equality in working place.
- Write reports required by HDCC and the Uniterra program

**QUALIFICATIONS:**

- Excellent writing, communication skills in English.
- Ability to work independently as well as part of a team.
- Sense of humour, cultural sensitivity and openness to cross cultural exchange.