TITLE: 1244-134 -Communications and Marketing Officer

PARTNER(S): Northern Province Tourism Association (NPTA)

COUNTRY AND PLACE OF ASSIGNMENT: Jaffna, Sri Lanka

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 Northern Province Tourism Association (NPTA) was created to bring all tourism stakeholders in the Northern Province under one umbrella to work together to promote and build the tourism industry in the Province. The NPTA works together with the Sri Lanka Tourism Development Authority, Sri Lanka Promotion Bureau, Sri Lanka Institute and Hotel Management and the Sri Lanka Convention Bureau to develop and promote tourism in the Northern Province. They conduct training program to upgrade the skills and knowledge of the tourism service providers; undertake research and create databases of tourism service providers; and print and distribute, tourism information promotion materials with the sponsorship of government organisations, NGOs, INGOs, private companies or individuals.

Northern Province Tourism Association is in need of a volunteer to support them in marketing Northern province as a tourist destination. They also require assistance marketing their hotel facilities and tourist attractions in order to expand their businesses and further employ women and youth.

RESPONSIBILITIES:

- Support the development of a marketing plan for tourist activities, including an effective web-based marketing campaign;
- Support the design of an E-marketing campaign (email campaign, e-fliers, social media, twitter etc.);
- Make recommendations on current promotional materials including leaflets and brochures etc.;
- Conduct trainings on social media for businesses
- 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 NPTA and the Uniterra program.

**QUALIFICATIONS:**

- Some experience in marketing and communications, through employment or volunteer opportunities
- Understanding of marketing and communication strategies/techniques for business
- Strong social media skills
- Knowledge or experience in communications for tourism an asset
- Ability to work independently and collaboratively in cross-cultural environments
- Demonstrated coaching or mentorship skills, including tact and professionalism
- Written and oral fluency in English