TITLE: Marketing and Communications Officer

PARTNER(S): Women Entrepreneurship Program (WEP)

COUNTRY AND PLACE OF ASSIGNMENT: Matara, 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.

Women Entrepreneurship Program (WEP) is a flagship program of INDECOS, whose objective is to increase the income of self-employed women in the Southern region through micro financing and business development. WEP works with, encourages and provides support for unemployed or vulnerable women to start new businesses, often in support of the broader tourism sector. Matara is a major city in Sri Lanka, on the Southern coast of the Southern Province, 160 km from Colombo. It is a major commercial hub, and it is the administrative capital of Matara District.

WEP is looking to increase the participation of women in the tourism sector from 6% to over 15%. In order achieve this, they are continuously looking to strengthen the capacity of their staff and beneficiaries in different areas. WEP is currently looking for a Marketing and Communications Officer who can facilitate training on communication tools to promote businesses and services.

RESPONSIBILITIES:

- Support WEP in training beneficiaries on effective marketing communication tools;
- Contribute to the development of a marketing communication plan for WEP & interested beneficiaries;
- Conduct trainings on interpersonal skills, presentation skills and networking skills to WEP staff and beneficiaries;
- Facilitate trainings on business promotion/ linkages;
- 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 WEP and the Uniterra program.

**QUALIFICATIONS:**
- Experience in using communication to promote products or service.
- Demonstrated coaching or mentorship skills, including tact and professionalism
- Demonstrated ability to take initiative
- Ability to work independently and collaboratively in cross-cultural environments
- Written and oral fluency in English
- Knowledge of business development an asset