



Co-operative Development
Foundation of Canada

SINCE 1947

Volunteer Opportunity Communications Officer, Peru

WHERE: Piura, Peru (travel to rural areas required)

WHEN: July 2018 – December 2018

DURATION: 6 Months – 1 year

REPORTING TO: Program Manager

DEADLINE: June 1st, 2018

Note: This is a voluntary assignment. Domestic and international economy airfare, ground transport, visa, travel insurance, out of country accommodation, and a meal/incidental allowance (\$1,300/month) will be covered by CDF Canada.

BACKGROUND:

The INVEST Co-op program seeks to improve the economic well-being of 70,000 small producers in Malawi, Peru, Mongolia and Indonesia. Through an integrated co-operative approach, the program will benefit producers by increasing production and productivity, increasing access to markets, and increasing access to financial services. The program will also focus on building the capacity of local co-operatives and working with governments to create an enabling environment for co-operatives to do business.

The Peru INVEST Program was designed and will be implemented in partnership with the Norandino Agricultural Cooperative Ltd. The project will be providing capacity building and inputs for 13 primary organizations located in the Piura, Cajamarca, Lambayeque, and Amazonas regions and will provide direct and indirect benefits to 4,349 Norandino member coffee and cacao producers. The project will build the capacity of small holder farmers to increase the quality and quantity of cacao and coffee produce, as well as improve financial literacy and agriculture enterprise management skills. The project will further develop existing co-ops to assist women and men producer's ability to access new markets, extension services and low-cost quality inputs.

About our Partners:

The project will be implemented with Co-operative Norandino. Norandino was established in 2005 and is headquartered in Piura city. Norandino works with over 7,000 small producers of cocoa, coffee, brown sugar and fruit in five northern regions in Peru. Norandino improves the lives of member families through the promotion of good agricultural practices, technical assistance, and access to storage facilities and to local and international markets.

The program is funded by the Partnerships with Canadians for Innovations branch of Global Affairs Canada (GAC).

ABOUT THE ASSIGNMENT:

The Communications Officer will provide support to the project's local team, under the direction of the local Project Co-ordinator. The Communications Officer will be based in the partner offices in Piura and will work closely with the project team. A significant percentage of the Communication Officer's time will be spent in the field,

participating in communications and marketing activities with the local producer organizations in rural communities, under the guidance of the local Project Co-ordinator.

OBJECTIVE:

To support the local project team in the finalization and implementation of the communications strategy. The strategy strives to strengthen communication with co-operative members and to promote Norandino activities to external stakeholders.

ACTIVITIES AND DELIVERABLES:

- Review and support the implementation of the Communications Strategy
- Work towards increasing the visibility of the co-operative and project amongst targeted audiences
- Develop and implement a social media strategy. Increase stakeholder engagement on social media channels
- Strengthen the social media presence of the Norandino co-operative and assist in the development of content for the partner's website to promote their business
- Generate marketing and communications material in English and Spanish for the website, co-operative members and other key stakeholders
- Assist in the collection of stories, photographs, and videos for the local partner and the CDF Communications Manager to use for social media
- Co-facilitate workshops in order to build the capacity of programming staff on communications and marketing techniques with a gender-sensitive approach
- Analyze social media metrics and produce a regular, concise impact reports
- Travel to the field with the local project team as required
- Contribute to monthly, quarterly and semi-annual reports
- Other tasks as required

QUALIFICATIONS:

The successful applicant must possess the following skills, experiences and personal characteristics:

- Ability to speak and write in Spanish (fluency in Spanish required)
- Degree or equivalent experience in Communications, Marketing, International Development or Social Sciences
- One-three years of relevant work experience
- Demonstrated experience using various social media platforms including Facebook, Twitter and Instagram
- Knowledge of Word Press, Joomla, HTML, Drupal and other content management systems is considered an asset
- Strong photography, videography and writing skills is considered an asset
- Understanding of co-operatives or member-based business enterprises
- Preferably, knowledge of and experience in Latin America
- Experience working with rural communities and/or indigenous groups an asset
- Must be able to handle difficult situations with patience, tact and professionalism
- Willingness to travel to rural areas with very basic accommodation
- Excellent inter-personal skills and ability to work as part of a team
- Openness to new experiences
- Creative and flexible
- Be a Canadian citizen or permanent resident

APPLICATION PROCESS:

Please submit a resume and letter of intent by **June 1, 2018** to grodriguez@cdfcanada.coop. Successful candidates will be required to obtain a police check from their local police/RCMP detachment. **No phone calls please. All applicants are thanked for their interest in CDF Canada; however, only those selected for an interview will be contacted.**

CO-OPERATIVE DEVELOPMENT FOUNDATION OF CANADA

The Co-operative Development Foundation of Canada (CDF Canada) is an international development organization that helps improve the lives of women, men, children and their communities through co-operatives. We envision a world where self-reliant communities flourish. CDF Canada is working with local partners in Africa, Asia, Latin America and in Eastern Europe to establish and grow community-owned co-operatives. that help people achieve more prosperous, self-reliant lives. CDF and the Canadian Co-operative Association (CCA) amalgamated in 2017 under the CDF Canada brand. For more information about CDF Canada, visit www.cdfcanada.coop