

## Overseas Volunteer Opportunity – Indonesia Marketing Specialist

**WHERE:** Indonesia

**START DATE:** May 2019. Exact timing to be negotiated with the successful candidate

**DURATION:** 1 month

**REPORTING TO:** Program Manager for Indonesia

**DEADLINE:** Open until filled

**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 will be covered by CDF Canada. Applicants must be a Canadian citizen or a permanent resident.*

### **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 INVEST Co-op Indonesia project aims to strengthen the position of small aquaculture producers of seaweed, milkfish, and shrimp (SMS) in four regencies of South Sulawesi (Takalar, Jeneponto, Bantaeng, and North Luwu) by:

1. Working directly with women and men small aquaculture producers (WMSAP) to improve the quality and quantity of climate and disaster resilient production, and access to financial services and markets through co-operatives;
2. Enabling co-operatives to be sustainable, profitable and run gender-equitable businesses by strengthening their capacity and institutional capability to serve their members better; and
3. Working with governments, private companies, business associations, and other stakeholders to strengthen networks and create a conducive environment for co-operatives to provide better livelihood to farmers.

The INVEST Co-op Indonesia is being implemented by the Co-operative Development Foundation of Canada (CDF Canada) in partnership with Koperasi Serikat Pekerja Merdeka Indonesia (KOSPERMINDO) and the Fisheries and Marine Institute of the Memorial University of Newfoundland, Canada. The project is made possible with funding from Global Affairs Canada (GAC) and contribution from CDF Canada.

### **ABOUT THE ASSIGNMENT:**

The specialist will work with the seaweed, milkfish and shrimp producing and marketing co-ops in South Sulawesi, Indonesia, and will be partnered with two local co-operative consultants to identify new market opportunities for different crops value-chains, and to develop sound marketing and business competitiveness for the co-ops to tap into domestic and international markets. In addition, the specialist will also develop branding and marketing

guidelines with the co-ops to raise their marketing position and competitiveness, while following the regulatory procedures.

Required skills: background and experience in marketing and/or business; knowledge of marketing of agriculture or aquaculture products; knowledge of sanitary and phytosanitary standards (SPS) and other requirements for agriculture products to access markets; experience creating marketing strategies or plan; knowledge of co-ops is an asset; experience working with farmers and rural community groups.

### **APPLICATION PROCESS:**

Please submit your resume and cover letter using the [volunteer information form](#). You must be a Canadian citizen or permanent resident. Successful candidates will be required to obtain a police-check from their local police/RCMP detachment. ***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**

Co-operative Development Foundation of Canada (CDF Canada) is an international development charity that helps improve the lives of women, men, children and their communities through cooperatives. 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. For over 70 years, CDF Canada has been mobilizing financial resources, volunteers and knowledge – mostly from Canadian co-ops and credit unions – to make the world a better place. For much of that time, CDF Canada worked partners to help communities move toward prosperity and create more secure lives through community-owned cooperatives. For more information about CDF Canada, visit [www.cdfcanada.coop](http://www.cdfcanada.coop)