



Co-operative Development Foundation of Canada

SINCE 1947

Overseas Volunteer Opportunity - Indonesia

Marketing, Sales and Branding Specialist

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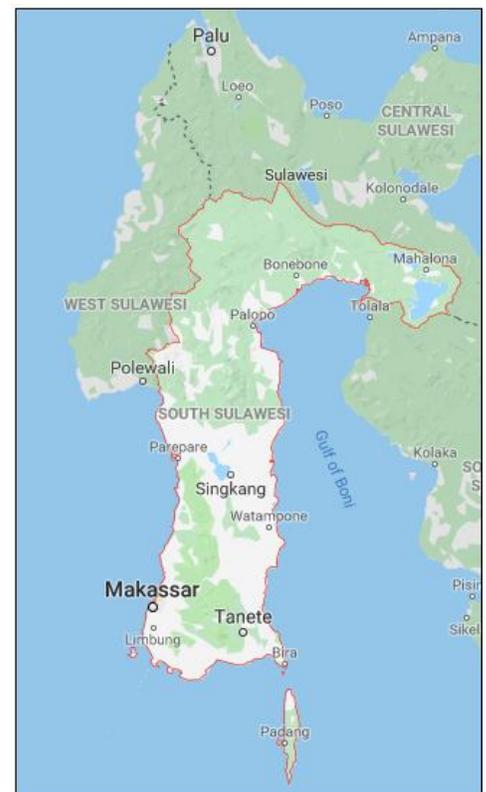
Location:	Makassar, Indonesia
Start Date:	January – May 2020 (exact timing will be negotiated with the successful candidate)
Duration:	Up to 30 days in-country mission (including travel days), and 10-15 days in Canada (preparation, orientation, and reporting) (exact duration will be negotiated with the successful candidate). Extended in-country mission is also an option depending on the start date of the assignment.
Language Requirement:	English (mandatory); Bahasa Indonesia (desirable)
Deadline:	January 3, 2020

The Project

INVEST Co-op Indonesia project is part of a four-year (2015-2019) and a four-country (Indonesia, Malawi, Mongolia and Peru) Program bringing sustainable economic growth to women and men small producers through the Integrated Co-operative Business Model, which generates the conditions for increased production, productivity, access to markets and financial services. The Program is funded by Global Affairs Canada (GAC), with a contribution from the Co-operative Development Foundation of Canada (CDF Canada).

INVEST Co-op Indonesia project is being implemented by CDF Canada, in partnership with Koperasi Serikat Pekerja Merdeka Indonesia (KOSPERMINDO), the Fisheries and Marine Institute of the Memorial University of Newfoundland (MI), and Induk Koperasi Kredit Indonesia (INKOPDIT), also known as CUCO Indonesia. It aims to strengthen the position of women and men small aquaculture producers of seaweed, milkfish, and shrimp (SMS) in four regencies of South Sulawesi: Takalar, Jeneponto, Bantaeng and North Luwu. This will be achieved by:

1. Working directly with the women and men small aquaculture producers 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.



Our Partners

INVEST Co-op Indonesia project is being implemented by CDF Canada in partnership with the following organizations:

- **KOSPERMINDO**, a primary marketing co-operative based in Makassar, Indonesia, that maintains business relations with national and international companies and has the vision of becoming a prominent trade center of seaweed in the world.
- **INKOPDIT**, a national apex body of credit unions based in Jakarta, Indonesia, that functions as a national financial services center to serve more than 900 financial co-operative centers throughout Indonesia, having become one of the largest non-bank financial institutions in Indonesia.
- **MI**, a technical institute within a large -18,500 students- and multidisciplinary university based in St. John's, Canada, that provides education, training, applied research and industrial support in the aquaculture and fisheries, maritime and ocean technology sectors.

Your Assignment - Activities and Deliverables

The INVEST Co-op Indonesia project is designed among other objectives to support and to empower women and to provide tools for climate change resilience through Income-Generating Activities for aquaculture producers in coastal areas. The project facilitates the moving up the value chain of the aquaculture farmers. Individual members of the primary co-ops, mostly women, have already established a small-scale production of aquaculture snacks such as seaweed crackers, jelly and shredded milkfish. These producers have already received or are in the process of receiving governmental registration of their production and have also applied for HALAL certification. However, the products are mostly produced on irregular request by small clients and combined with the lack of marketing and sales experience does not allow to scale up the production and to generate stable income.

Besides, project implementing partner and primary marketing co-op KOSPERMINDO is looking for the market opportunities and possible investment into seaweed noodle processing facility. Their plan to start food production and seaweed processing and its impact on the partnering primary producer co-operatives should be assessed and rationalized, marketing plan should be suggested if applicable.

Objectives:

The marketing and branding specialist will work with the seaweed, milkfish and shrimp producing and marketing co-ops in South Sulawesi, Indonesia, and will be partnered with local consultants to identify new market opportunities for different crops value-chains, and to develop sound marketing strategies for processed products produced by co-op members. In addition, the specialist will also develop branding and marketing guidelines with the co-ops to raise their marketing position and competitiveness.

The volunteer will work closely with the Project Coordinator, Gender officer, local consultants and the KOSPERMINDO management on the following set of objectives:

- One-day visits and discussions with each INVEST Co-op Indonesia primary producer co-op, small scale snack producers and with KOSPERMINDO to understand the different crops' value-chains, products types, its quality, production capacity, available resources, business plans, existing sales strategies and bottlenecks of each co-op and producer. During these visits the Volunteer will be supported and will work closely with the local project representatives and local marketing consultants.
- Two-days market assessment via meetings with various stakeholders and market players, such as retailers, resources network. PT (JASUDA), governmental agencies, processors will be organized to assess business opportunities, taking into considerations aspirations from primary co-ops. Visit to the local markets and retail stores will be conducted.

- One and a half-day workshop with each primary co-op and with KOSPERMINDO to finalize / develop operational and marketing/business plans for processed products. Guidelines on marketing and branding strategies for processed products should be provided. Core participants should be the co-op and other community members involved or interested in processed food production. Co-op managers, board members, and supervisory members or other co-op members (and potential members if deemed needed/relevant) may be invited to increase their understanding of the future co-op development in regard to marketing activities.
- Support development of branding materials for processed products where applicable and consults on the marketing strategy implementation. (E-Volunteering as post-in-country assignment can be considered).

Deliverables:

The Volunteer prepares a Report (in English) with the following outlines:

1. Executive Summary
2. Description of the process and preparation
3. Highlights from the series of the workshops with each INVEST Co-op Indonesia primary co-op. (The content should cover the process, tools, discussions, agreements reached, and follow up actions - by who and when)
4. Opportunities and Risks Mitigation Strategies
5. Marketing, sales and branding guidelines
6. Conclusion, and Recommendations for the next steps

The specific activities of the assignment include:

- Participate in CDF Canada's volunteer orientation process (both online, via SKYPE and possibly at CDF Canada's offices in Ottawa) prior to travel to Indonesia.
- Local team introductory and preparational meeting, travel to four regencies of South Sulawesi (Takalar, Jeneponto, Bantaeng, and North Luwu) for the meetings and in the field production assessment with each producer co-op and meeting with KOSPERMINDO management to assess their seaweed processing plans. Agenda to be determined prior to the mission in collaboration with local project staff who will accompany the volunteer throughout the mission.
- Prior to return to Canada, debrief the project team (local and Canadian counterparts) on main activities of the mission and overall conclusions, as well provide any recommendations.
- Submit In Kind Form to CDF not later than last business day of the month.
- Keep all receipts, keep track on CDF expense form and submit it to CDF.

Qualifications

- Background and proven experience in marketing, sales and/or business;
- Knowledge and experience in marketing of agriculture or aquaculture products, food products is preferable;
- Experience creating marketing strategies or plans, developing branding;
- Experience creating and facilitating group learning/training sessions;
- Experience working with farmers and rural community groups;
- Knowledge of community participation methodologies;
- Preferably, some experience working in Indonesia or another developing countries context;
- Knowledge of co-operatives is an asset;
- Demonstrated ability and interest in communicating and interacting effectively with people of a different culture.

Terms and Conditions

This is a voluntary assignment. CDF Canada supports volunteers through the provision of a comprehensive package designed to cover a modest and healthy lifestyle, while allowing for effectiveness in the placement:

- Return international and domestic airfare.

- Ground transportation.
- Accommodation.
- Meal and incidental allowance.
- Visa-related costs (if needed).
- Travel insurance.
- Vaccination-related costs (if needed).
- Dedicated interpreter/translator.
- Pre-departure support and orientation.
- Support and orientation during the assignment.
- Debriefing upon completion of the assignment.

E-volunteering

Depending on the nature of the placement, volunteers are encouraged to provide **e-volunteering** support to our local partners or CDF Canada before or after their placement. Volunteers also have the option of requesting support from an e-volunteer to help them with their work while they are in placement.

Engaging Canadians

CDF Canada provides technical and logistical support to young and experienced professional through volunteer assignments to apply and gain new skills and knowledge in international co-operative development. We ask each volunteer, regardless of placement duration, to share her/his experience during and/or upon completion of their assignment either in the country of assignment and in Canada. Experience may be shared through providing human interest stories and photographs that can be used for social media outreach; participating in organized talks at universities or other public engagement activities to share and tell their experiences to motivate others.

Application Process

Please submit a resume and letter of intent by January 3, 2020 to iilienko@cdfcanada.coop. You must be a Canadian citizen or permanent resident. Successful candidates will be required to obtain a police-check from their local police police/RCMP detachment. ***All applicants are thanked for their interest in CDF Canada; however, only those selected for an interview will be contacted.***