



Co-operative Development  
Foundation of Canada

SINCE 1947

## Overseas Volunteer Opportunity - Colombia (6 months) Marketing Specialist

**WHERE:** Bogota, Colombia, with travel to rural communities in different departments of Colombia

**START DATE:** To start after May of 2018 (negotiable)

**DURATION:** Six (6) months, with possibility of extension

**REPORTING TO:** Philippa Wiens, Program Manager for Colombia

**DEADLINE:** March 4 2018

**NOTE:** *This is a voluntary assignment. Costs covered are: domestic and international economy airfare, ground transport, visa, travel insurance/immunizations, basic accommodation in Colombia, and a meal/incidental allowance (up to \$1,500/month for accommodation and meals). A two-day pre-departure briefing will take in Ottawa prior to departure.*

### **BACKGROUND:**

The Improving Economic Performance of Agricultural Co-operatives (**IMPACT**) project, is a five-year, CAD \$15,309,473 project funded by Global Affairs Canada (GAC) is implemented by the Co-operative Development Foundation of Canada (CDF Canada) in partnership with GESTANDO, a Colombian business incubator from the co-operative sector. The project will end on September 30<sup>th</sup> of 2019.

The project supports sustainable, private-sector driven business activities of co-operatives (these are a mix of associations of producers and co-ops) in the agricultural sector in 10 departments of Colombia: Antioquia, Tolima, Boyacá, Cundinamarca, Huila, Meta, Valle, and the Eje Cafetero (Quindio, Risaralda and Caldas). Working in partnership with Colombia's leading co-operatives as well as the Government of Colombia, CDF Canada and Gestando are building the capacity of agricultural associations and co-operatives to compete in domestic and export markets, and to generate sustainable economic opportunities for 14,000 producer members, 50% of whom will be women. When considering the impact on their immediate families and communities, the project is expected to reach 84,000 men, women and children. By the end of the project it is anticipated that 55 producer organizations will be financially sustainable, with expanded sales of their products within their municipalities. 30% of the co-ops will operate regionally or higher, and 10% of the producer groups will export their products internationally.

CDF Canada's Colombia Country Director resides in Bogota, Colombia. The project has a staff of over 50 people, including approximately 15 people located in the partner office in Bogota, and field staff in each of the 10 departments where the project is active. Project staff include local field coordinators in each department, six cross-cutting theme consultants (finance, agriculture, environment, gender, agro-

industry & marketing, and M & E) who provide support to the whole project, local finance assistants, agro-industry specialist for each of the five value chains, and local agriculture extension field workers.

### **ABOUT THE ASSIGNMENT:**

The Marketing Specialist will be based in the CDF Canada IMPACT project offices in Bogota, and will travel to rural communities as necessary. The Marketing Specialist will work closely with the project team, including the agro-industry specialists of the various value chains, the project operations manager, the zone directors, the local regional field directors, and local agriculture technical assistants. The work of the Marketing Specialist will be carried out under the general guidance of the project's Operations Manager, in close collaboration with the project's Marketing and Agro-Industrial Expert consultant.

### **OBJECTIVE:**

To assist rural producer organizations in successfully negotiating sales of their product and in fulfilling sales commitments to the satisfaction of clients.

### **ACTIVITIES AND DELIVERABLES:**

Under the guidance of the project's Operations Manager and in close collaboration with the project's Marketing and Agro-Industry consultant, the Marketing Specialist will work closely with the project team to provide support for the implementation of marketing plans of producer organizations, the negotiation and closing of sales deals with clients, the logistics of getting product to the client, and client follow-up as required. These activities will include, but not be limited, to:

- Support for the implementation of marketing plans for the producer organizations.
- Identification of potential clients as per targeted market segments for that product.
- Development of contacts and relationships with potential clients.
- Support for the presentation and negotiation of producer organizations' offer and the closing of sales thereof.
- Support for the logistics of getting a product to the client.
- Support for client follow-up as required.
- Support for information management about clients and follow-up thereof (data base, other)
- Other tasks as required.

### **QUALIFICATIONS:**

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

- Relevant degree (i.e. marketing, business, agricultural economy) or equivalent experience.
- Knowledge of marketing of agriculture products.
- Two years of relevant work experience
- Knowledge of international phytosanitary standards (SPS) and other requirements for agriculture products to access markets.
- Ability to relate to rural women and men producers.
- Ability to speak and write Spanish (fluency in Spanish required).
- Preferably, knowledge of and experience in Latin America.
- Knowledge of Canadian market requirements is an asset.
- Knowledge of co-operatives is an asset.
- Willingness to travel to rural areas with very basic accommodation.
- Openness to new experiences.

- Flexible.
- Excellent inter-personal skills (for developing relationships with producers, as well as potential buyers).

#### **WORKING CONDITIONS:**

The position is based in Bogota, Colombia, with travel to rural areas as required.

#### **APPLICATION PROCESS:**

Please submit a resume and letter of intent to Volunteer Manager, Gonzalo Rodriguez, [grodriguez@cdfcanada.coop](mailto:grodriguez@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/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 charity 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. For over 70 years, CDF has been mobilizing financial resources, volunteers and knowledge – mostly from Canadian coops and credit unions – to make the world a better place. For much of that time, CDF Canada worked with the Canadian Co-operative Association (CCA) and other partners to help communities move toward prosperity and create more secure lives through community-owned co-operatives.

CDF and CCA amalgamated in 2017 under the CDF Canada brand and is at work with partners in Asia, Africa, Latin America, Eastern Europe and Canada. For more information about CDF Canada, visit [cdfcanada.coop](http://cdfcanada.coop).