



Volunteer Opportunity Communications Officer – Peru

WHERE: Piura Peru. Exact timing to be negotiated with the successful candidate

START DATE: Exact timing to be negotiated with the successful candidate

DURATION: 6 months

REPORTING TO: Program Manager of Peru

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 (\$1,300/month) 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 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 THE ASSIGNMENT:

The Communications Officer will provide support to the project's local team, under the direction of the local Project Coordinator. 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 Coordinator.

ACTIVITIES AND DELIVERABLES:

- With support from the project coordinator, implement both the Communications Strategy and the Social Media Strategy
- 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
- Work with local team to identify key communications and social media gaps and tailor follow-up workshops 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 or Marketing
- 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 cover letter to apply@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

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 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 with 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