



Co-operative Development
Foundation of Canada

SINCE 1947

Volunteer Opportunity

MARKETING STRATEGIST

Contribute. Discover. Grow. Volunteer with CDF Canada.

Location: South Sulawesi, Indonesia

Start Date: May-August 2019 (exact timing will be negotiated with the successful candidate)

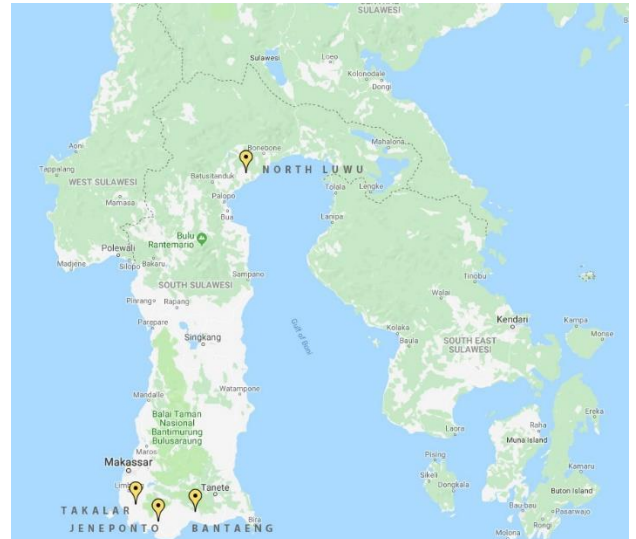
Duration: 1 month minimum (exact duration will be negotiated with the successful candidate)

Language Requirement: English (Bahasa Indonesia is an asset)

The Project

INVEST Co-op Indonesia project is part of a four-year (2015-2019) and a four-country 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), Induk Koperasi Kredit Indonesia (INKOPDIT), and the Fisheries and Marine Institute of the Memorial University of Newfoundland (MI). It aims to strengthen the position of women and men small aquaculture producers of seaweed, milkfish, and shrimp 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.

As the project is progressing towards the Integrated Co-operative Business Model, all the right pieces are in place for the development of an innovative marketing strategy that allows the above-mentioned women and men small aquaculture producers gain access to more profitable -local and international- markets and therefore, foster their economic growth in a sustainable manner. More information about the project can be found [here](#).

Our Partner

As mentioned above, INVEST Co-op Indonesia project is being implemented by CDF Canada in partnership with KOSPERMINDO, a primary marketing co-operative based in Makassar, with a vision to become the prominent trade center for seaweed in the world. Authorized by the Ministry of Trade to implement Warehouse Receipt System for seaweed commodity in Indonesia, our local partner has business relations with national and international companies. KOSPERMINDO is responsible for implementing the INVEST Co-op Indonesia project. As a volunteer, you will be working in remote but close coordination with the latter for the fulfillment of your assignment. More information about the project can be found [here](#).

Your Assignment

The volunteer will help the co-operatives in the four regencies to map existing and identify new market opportunities for the different value chains and develop marketing and promotion strategy. You will also support the co-operatives to develop branding techniques/guidelines to raise their marketing position and competitiveness, while following regulatory procedures. Your volunteer work will help the co-ops to become more cohesive and profitable that allows the above-mentioned producer co-operatives gain access to more local and international markets and, therefore, foster their economic growth in a sustainable manner.

Essential Qualifications

- Knowledge and previous experience developing marketing strategies
- Higher education degree in marketing or relevant field
- Creative thinker with data-driven analytical aptitude
- Excellent communication skills (verbal and written)
- Understanding and/or interest of the socio-economic context in Indonesia

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 (if needed and depending on the position and duration of the assignment)
- Pre-departure support and orientation
- Support and orientation during the assignment
- Debriefing upon completion of 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

We ask each volunteer, regardless of placement duration, to share her/his experience during and/or upon completion of their assignment; this may be 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; etc. CDF Canada provides technical and logistical support to assist volunteers to share and tell their experiences to motivate others.

Application Process

Please submit a resume and 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 police/RCMP detachment. All applicants are thanked for their interest in CDF Canada; however, only those selected for an interview will be contacted.