



Co-operative Development
Foundation of Canada

SINCE 1947

Volunteer Opportunity

Marketing Specialist, Uganda

Contribute. Discover. Grow. Volunteer with CDF Canada.

Location: Kampala, Uganda

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

Duration: 3-6 months (exact duration will be negotiated with the successful candidate)

Language Requirement: English mandatory

Deadline: July 30, 2019

About the Assignment:

The Marketing Specialist will be based in the Uganda Co-operative Savings and Credit Union Ltd (UCSCU) project offices in Kampala, Uganda and will work closely with the UCSCU team, Advertising and Promotion Managers. A significant percentage of the Marketing Specialist's time (up to 25 days in the year) will be spent in the field in order to provide direct support to UCSCU to develop their capacity in the marketing of their products. This work will be done in collaboration with the UCSCU Marketing Specialist and the Advertising and Promotion Managers. It is expected that the Marketing Specialist might spend a few weeks in Canada prior to leaving for Kampala to do research on Canadian best practices for marketing of products in Cooperatives and Credit Unions that would be useful for UCSCU.



Objective

To provide support to UCSCU to enhance their capacity to market their products and services.

Activities and Deliverables

In collaboration with the Marketing Specialist and team, the Marketing Specialist Volunteer will work closely with the project team to provide on-going support to UCSCU to significantly enhance their capacity to market their products and services. These activities will include, but not be limited to:

In Canada:

- Research (in Canada prior to leaving) on Canadian best practices in Marketing of Co-operatives and Credit Union products
- Provide direct support to UCSCU to improve the marketing of their products and services and to understand how to sell their products and services to different markets and target different types of customers. This will involve travel to UCSCU to work directly with their management team to impart information, to assist the organization in the development of marketing tools, and generally enhance the capacity of the organization to successfully market their products and services.
- Support UCSCU team with development of a marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.

- Provide support to the team in the formulation and coordination of the process of marketing activities and policies to promote products and services, working with Advertising and Promotion Managers.
- Assist UCSCU in the use of ICTs for marketing purposes (for access to information, as well as promotion of their products and services)
- Develop contacts and relationships with domestic Savings and Credit Cooperative Organisations (SACCOs) in order to understand these SACCO's requirements and to explore the potential of new markets for UCSCU's products and services.
- Support the team with a roadmap for procedures of developing a Membership Empathy Policy and initiate market research studies and analyze their findings.
- Advise on updating website information for purposes of marketing and information dissemination
- Other tasks as required

Essential Qualifications

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

- Relevant degree, or equivalent experience in Marketing and Communications
- Knowledge of Co-operatives is an asset
- Knowledge of marketing of Co-operatives and Credit Union products and services and general understanding of traditional and emerging marketing channels
- Preferably, knowledge of and experience in working in developing countries
- Knowledge of Canadian market requirements is an asset
- Experience with participatory approaches and methodologies an asset
- Proven experience in co-operative development in a developing country context
- Openness to new experiences
- Excellent inter-personal skills (for developing relationships with UCSCU, as well as potential clients)
- Cross-cultural awareness and comfortable working in rural areas with very basic accommodation
- Be a Canadian citizen or Permanent Resident

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

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 July 30, 2019 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. All applicants are thanked for their interest in CDF Canada; however, only those selected for an interview will be contacted