

Overseas Volunteer Opportunity - Colombia (6-12 months) Marketing Specialist

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

START DATE: As of October 2017, negotiable

DURATION: Six months to one year (6-12 months)

REPORTING TO: Philippa Wiens, CCA program manager for Colombia

DEADLINE: August 27, 2017 (CCA will review applications as they come in)

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 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 Canadian Co-operative Association (CCA) in partnership with GESTANDO, a Colombian business incubator from the co-operative sector. The project will end on September 30th 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, CCA 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.

CCA'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 CCA 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 by 11:59 p.m. EST on August 27, 2017 to Volunteer Manager, Laurie Tennian, laurie.tennian@coopscanada.coop (Note: CCA will review applications as they come in). 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 CCA; however, only those selected for an interview will be contacted.***

CANADIAN CO-OPERATIVE ASSOCIATION

The Canadian Co-operative Association (CCA) is a not-for-profit co-operative which establishes and strengthens co-operatives, credit unions and community-based organizations to reduce poverty, build sustainable livelihoods and improve civil society in less developed countries. www.coopscanada.coop.