**CANADIAN NGO:** Centre for International Studies and Cooperation (CECI)

**LOCAL NGO:** *Gobierno Autónomo Municipal de La Paz*

**JOB TITLE:** Marketing Officer

**COUNTRY:** Bolivia

**VIRTUAL OR IN COUNTRY:** In country

**LENGTH:**12 weeks

**DESCRIPTION OF CANADIAN NGO:**

CECI seeks to improve the social and economic well-being of the poorest, most disadvantaged people in communities in Africa, Asia and the Americas and volunteers are at the core of this work. Ensuring women and young women are empowered and fully play their role as agents of change for sustainable, inclusive development is central to CECI's work. CECI volunteers work towards women and young women's economic empowerment and the climate change resilience of communities by sharing their skills and expertise and working hand in hand with local partners.

In Bolivia, CECI aims to strengthen the economic empowerment of women and young women who are subjected to gender-based violence, are underemployed or unemployed, or belong to an indigenous group. In urban and rural areas of La Paz, Cochabamba, Nord-Potosi and Santa Cruz departments, CECI volunteers work in collaboration with civil society organizations to develop and implement advocacy campaigns to encourage the enforcement of laws that protect women and their access to rewarding economic opportunities. In order to facilitate women's resilience to climate change, volunteers also support environmental awareness campaigns and the creation of green economic opportunities in growing sectors.

**DESCRIPTION OF LOCAL NGO:**

The *Gobierno Autónomo Municipal de La Paz* has an economic development secretariat that works on employability and policies that promote the economic growth of small and micro enterprises. The Municipal Tourism Development Agency *La Paz Maravillosa* is the body of the municipal autonomous government of La Paz in charge of developing and promoting tourism activity. The Agency seeks to link the tourism sector with the handicraft sector and to increase the number of tourists to La Paz, building on its nomination as one of the seven most beautiful cities in the world.

**RESPONSIBILITIES OF THE ASSIGNMENT:**

* Collaborate with the technical team of the local economic development department to support the development of marketing strategies for the promotion of micro, small and medium enterprises;
* Support the training of youth, especially young women, on the use of marketing strategies to better position their micro, small and medium enterprises;
* Develop a toolkit on basic marketing concepts and some other tools to facilitate the promotion of micro, small and medium enterprises.

**CROSS-CUTTING RESPONSIBILITIES:**

* Integrate gender equality in all activities with emphasis on the participation and representation of women and young women;
* Integrate environmental issues and climate change adaptation in all activities;
* Deliver at least 3 Canadian public engagement activities (including 2 during the assignment and one post-assignment) which may include a fundraising activity;
* Make sure to respect, at all times, the organization's guides, manuals, guidelines or instructions related to security and safety;
* Take the necessary means to ensure your own security, namely by establishing an individual risk mitigation plan in your place of assignment;
* Write the reports required by the partner organization and the CECI program.

**QUALIFICATIONS:**

* University studies in business and/or business management or other related fields.
* Knowledge and/or experience in marketing.
* Knowledge and/or interest in management of micro, small and medium-sized businesses.
* Demonstrated ability to take initiative.
* Ability to work in a team environment.
* Ability to work independently and collaboratively in a cross-cultural environment.
* Research experience.
* Flexibility and ability to manage ambiguity.
* Fluent in Spanish.

**VOLUNTEER BENEFITS AND SUPPORT:**

* Support and guidance prior to departure and while on assignment in country.
* Participation in a pre-assignment training where you will have the opportunity to learn about CECI and gain practical skills for working in international cooperation.
* Return flights and visas.
* Cost of required country-specific vaccinations and antimalarials approved by CECI.
* Health insurance.
* Monthly living allowance while overseas.
* Accommodation while overseas.
* A personalized and optional debriefing session at the end of the assignment.
* A unique and rewarding work experience!
* Language: Spanish (Spoken and written)