**CANADIAN NGO:**

Centre for International Studies and Cooperation (CECI)

**LOCAL NGO:**

*Asociación Qachuu Aloom Madre Tierra*

**JOB TITLE:**

Agroecological Product Marketing Officer

**COUNTRY:**

Guatemala

**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 Guatemala, CECI works to strengthen the economic empowerment of indigenous and rural women and youth in the districts of Solola, Chimaltenango, El Quiche, Alta and Baja Verapaz, Sacatepequez and Guatemala. CECI volunteers work with civil society organizations and small and medium-sized businesses, as well as the media, to create inclusive economic opportunities for indigenous women and youth and foster an enabling environment for gender and cultural equality. 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:**

*Qachuu Aloom Madre Tierra* is a predominantly female Maya Achi association that currently has 400 members in the municipalities of San Miguel Chicaj, Rabinal and Cubulco Baja Verapaz. Its mission is to ensure the sustainability of the organization by rescuing the ancestral knowledge of the production and use of native and creole seeds for the material and spiritual well-being of families in the communities, so that they can produce their own food in harmony with Mother Earth, as well as generate economic income. Its objectives are to strengthen the Qachuu Aloom organization, keeping it active; to continuously improve agro-ecological practices and techniques; to ensure the active participation of members; to build capacity for the production and marketing of agro-ecological products and services; to diversify agro-ecological activities in the agro-ecological garden, and to promote the inclusion of youth.

**RESPONSIBILITIES OF THE ASSIGNMENT:**

* Accompany *Qachuu Aloom* in the development of a customer management system/in the definition of a customer journey: mapping, contact points, commercial follow-up and frequent customers;
* Based on the market research conducted, develop with *Qachuu Aloom* marketing strategies for the coming year based on the organization's business calendar, customers and market segment needs;
* Support the development of strategies in the sales funnel to increase reach and brand recognition;
* Accompany *Qachuu Aloom* in the development of metrics and analysis of its sales data to meet the evaluation and continuous improvement process.

**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 communications, marketing, international development, social sciences, or any related field.
* Experience in marketing and/or communications.
* 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.
* Fluency 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!

CECI is an employer that values diversity and respects employment equity. People from the following groups are encouraged to apply: Indigenous peoples, visible minorities, people living with disabilities, and people of all sexual orientations and gender identities.