



## Cuso International – Volunteer Placements

### Marketing Management Advisor

Location: Tanzania

Partner name: T-LED Project (VSO Tanzania and Cuso International)

Length of placement (months): 9

Start date: Sep – Nov 2017 (flexible)

Funding Eligibility requirements: Open to Canadian Citizens and Permanent Residents only

Language Requirements: English: Level 4, Writing: Level 4, Speaking: Level 4

### **The Volunteer's Role**

Tanzania's economy has grown steadily over the past decade, yet this has not translated into significant benefits for the average Tanzanian. The economy is expected to keep growing and bring additional Foreign Direct Investment (FDI) in the extractives and agribusiness sectors. While a demand remains for suppliers to support export operations, their current products and services do not meet the requirements and standards of international firms nor have they been able to capitalize on associated markets created by supply chains. The Tanzania Local Enterprise Development (T-LED) project supports local small and medium sized enterprises (SMEs) in Iringa, Mwanza, Shinyanga, Lindi and Mtwara to overcome existing barriers, with particular attention paid to the additional challenges faced by female-headed SMEs, in accessing growth markets supply chains in the extractive and agribusinesses sectors, while enhancing the quality and coordination of market-driven business development services.

The Marketing Advisor will work as part of the Tanzania Local Economic Development project which aims to increase the benefit to local communities in Tanzania of investment in agriculture and the extractives industries.

The Advisor will work with the Small Industries Development Organization (SIDO), Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA) and Tanzania Women's Chamber for Commerce (TWCC), to coach and mentor local companies in the agriculture and extractives supply chain to improve their marketability; discover potential company advertising methods; and tools for marketing and managing the business.

The Marketing Advisor will also coach SIDO, TCCIA and TWCC staff providing marketing and support services to small and medium-sized enterprises (SMEs) to improve the quality of business management support. Ultimately the role will contribute to local companies winning more contracts and employing more people and therefore ensuring a greater proportion of foreign investment benefits local people.

#### **As a volunteer, you will:**

- Train SME staff in marketing principles and positively promote their products.
- Undertake market analysis relevant to both sector and regional needs (as the basis for business plans & for sustainability), and ensure marketing and IT frameworks are simple and meaningful
- Coach and mentor SIDO, TCCIA and TWCC staff to improve marketing support services.
- Improve capacity of SMEs to win contracts with companies in the extractives and agriculture value chains.

#### **Essential Academic Qualifications:**

- A bachelor degree or diploma in Marketing, economics and/or relevant field

**Essential Professional Background:**

- Three years' experience in Marketing and/or relevant field

**About Our Partner: T-LED Project (VSO Tanzania and Cuso International)**

The Tanzania Local Enterprise Development (T-Led) project is aimed at developing enhanced equitable and sustainable economic growth and prosperity for women and men in the Mtwara, Lindi, Mwanza and Iringa regions of Tanzania. This aligns with our project partner, the Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA), along with goals of increasing private sector development, small industry development (SIDO) and women-led business growth (TWCC).

The project aims to increase economic growth and prosperity in two ways:

- 1) By increasing the income and growth potential of female and male entrepreneurs in the value chains related to foreign direct investment in agriculture and the extractive industries and
- 2) By enhancing small and medium-sized enterprises support services provided by Tanzania Women Chamber of Commerce (TWCC), SIDO and TCCIA in the target regions.

**Terms and Conditions**

Cuso International terms and conditions allow you to lead a modest and healthy lifestyle while being effective in your placement. This support package will cover basic living expenses for one volunteer and is not intended to cover home-based expenses (ex. loans, support payments, etc. (ex. imported items and international personal travel).

**Support Package**

- Modest living allowance (varies depending country)
- Accommodation while overseas
- Return airfare and visa/permit costs
- Cost of required vaccinations, antimalarial medication and health insurance
- Comprehensive training and support program.
- Travel and accommodation for reintegration debriefing weekend
- Modest support for accompanying partners/dependents going on placement with you for 12+ months
- Access to Employee Assistance Program while overseas and upon return
- Cuso International assessment day (Candidates must cover the first \$200 of the most cost-effective travel expenses and all accommodation costs).
- Travel and accommodation for the five-day pre-departure training course and in-country training orientation

**Fundraising**

We ask each volunteer, regardless of placement length, to raise \$2,000. All volunteers receive support from Cuso International to help achieve the goal through fundraising. If the volunteer chooses not to fundraise or is unable to achieve the fundraising goal, he/she can make a one-time donation or become a monthly donor to support our work.

**E-volunteering**

Depending on the nature of the placement volunteers are encouraged to provide e-volunteering support to the local partner or Cuso International before or after the field placement.

## Residency and Citizenship

In order to become a volunteer with Cuso International, you must be living in Canada for the time between your application date and the date you go overseas. Short vacations during this time are feasible. We may require your passport and would need to be aware of any travel plans you may have during this time. We must be able to contact you, and you must be able to contact us easily and promptly throughout the process. You will also require unrestricted access to Canada during the pre-departure process for assessment and training.

Leaving your country of residence can have significant effects on your citizenship status in that country. It is your responsibility to research the consequences of traveling to Canada during the pre-departure process and of going overseas for a long-term placement with the immigration authority where you live.