



Entrepreneurship And Marketing Advisor (Spanish)

Alcalá, Chuquisaca, Bolivia

12 Months | Start Date between Jul - Sep 2018

The Volunteer's Role

Our partner, APAMA is an association made up of 25 women farmers and artisans from the municipality of Alcalá, Chuquisaca. APAMA was established on May 13, 2001 and since then the association has been involved in a variety of enriching economic activities. APAMA is an organization consisting of only women, and thus their activities promote the participation of women in business management, ensuring greater economic empowerment and involvement of its members in the socioeconomic and political context of their municipality. Currently, their economic activities are related to obtaining raw material and the production of a variety of herbal medications.

We are now looking for a volunteer like you to support in designing and overseeing the implementation of sustainable strategies for marketing and business of organically produced medicinal plants.

We are trying to match the perfect volunteer to the perfect experience so our start dates can be flexible. It would just depend on the partner organization's needs.

As a volunteer, you will:

- Carry out market research and analysis of current and prospective products for APAMA, considering both direct sale opportunities and potential wholesale partners.
- Design and implement tools for better interaction with buyers such as promotional web and print material, buyer feedback mechanisms, trademark recognition methods.
- Work directly with the women in the association by supporting their attendance at strategic meetings, events, and fairs as well as providing trainings in areas such as sale methods and basic marketing concepts.
- Implement and follow-up of the activities.

Essential Academic Qualifications:

- Degree related to the cultivation of organically grown medicinal plants, Permaculture certificate, Master Gardener, Organic Master Gardener, Degree in organic agriculture, etc.) Non-formal education related to the cultivation of organically grown medicinal plants will also be considered (Herbaculture Apprenticeships, Practical work experience on the job, Herb Farmers, etc.)



Cuso International - Volunteer Placements

Essential Professional Background:

- Experience growing medicinal plants and knowledge related to their needs in distinct areas and growing conditions is required.
- Experience designing gardens and pieces of land with permaculture principles considered incredibly valuable.
- Experience designing water-collecting systems also considered extremely valuable.
- Experience building and strengthening intercultural relationships, and the understanding that these relationships are required to begin any of the other activities.

About Our Partner

Asociación de Pequeñas Productoras Agropecuarias y Artesanales del Municipio de Alcalá

Asociación de Pequeñas Productoras Agropecuarias y Artesanales del Municipio del Alcalá (Association of Small Agricultural and Artisan Female Producers of the Municipality of Alcalá) or APAMA is an association established in 2001 by 25 female farmers and artisans from the municipality of Alcalá in the department of Chuquisaca. It is an economic organization consisting of only women, thus their activities promote the participation of women in business management, ensuring greater economic empowerment and involvement of its members in the socioeconomic and political context of their municipality. Their economic activity is related to raw material and products extracted from the medicinal plants that are sold to ALCOS pharmaceutical industries. The product lines are among other extracts, oils, creams, shampoos and raw materials such as camomile, eucalyptus, Wira Wira, sawinto and molle. Apama reports on their economic activities, through its Directory at the General Assembly of members and all profits distribution is decided through the members.

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.) or luxury items such as imported items in placement or international personal travel.



Cuso International - Volunteer Placements

Support Package

- Modest monthly living allowance (varies depending country)
- Accommodation while in placement
- Return airfare and visa/work permit costs
- Cost of required vaccinations, antimalarial medication and health insurance
- Pre-departure training and in-country orientation
- Travel and accommodation for reintegration debriefing weekend
- Modest support for accompanying partners and dependents going on placement with you for 12 months or longer (Return flight, emergency medical insurance, vaccinations)
- Access to Employee Assistance Program while in placement 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 for in-country 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. Volunteers also have the option of requesting support from an e-volunteer to help them with their work while they are in placement.



Cuso International - Volunteer Placements

Residency and Citizenship

Residency

The majority of Cuso International volunteer applicants are residing in Canada at the time of application and during the pre-departure process. Occasionally we received applications from volunteer applicants who are residing outside of Canada at the time of application. In both instances, between your application date and placement start date, we must be able to contact you and you must be able to contact us easily and promptly throughout the process.

We may require your passport and would need to be aware of your current place of residence and any travel plans you may have during this time. You will also require unrestricted access to Canada during this time for assessment and training, as applicable.

Citizenship

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 travelling to Canada during the pre-departure process if you are living outside of Canada and of leaving your country of residence for a placement with the immigration authority where you live.

By applying to this placement, you accept full responsibility for any consequences related to your citizenship, residency and immigration status or penalties as a result of travel to an assessment day, training course, international placement or other Cuso International related travel.

You must check the implications that apply to you, but examples include:

- Canadian permanent residents may need to make arrangements with immigration authorities before travelling. These arrangements allow them to travel without risk to their status in Canada. Without them, residency status may be withdrawn.
- Citizens of other countries, including those visiting Canada on a visa, may have travel restrictions.

[APPLY](#)