

Marketing Specialist

Volunteer in the Philippines for 6 Months

Start Date Jan - Mar 2019 (flexible)



The Volunteer's Role

Through this placement, you will support People in Need in the delivery and implementation of its local economic development project entitled, "Enhancing Sustainable Income in the Philippines," to improve the income and increase resilience of the poor and marginalized people. Specifically, you will support the small-scale business enterprises, or agri start-ups, mostly women to build their capacity on different areas of marketing. More specifically, you will assist them in developing their marketing plans (marketing strategy, value proposition, market research and segmentation) and products promotional materials (product brochures, catalogue) and improve their marketing and communication skills (how to find buyers, how to communicate and engage with buyers). You will be part of the People in Need Program team in Guiuan, Eastern Samar and will be stationed in Guiuan office. Regular travel to the program areas across Eastern Samar province will be required.

As a volunteer, you will:

- Field visits and meetings with agribusiness start-ups (ASUs) and local business providers to familiarize self on their businesses and activities
- Support agribusiness start-ups to develop marketing plans and promotional materials
- Support agribusiness start-ups find new buyers and investors (trade fairs, b2b meetings)
- Coach and mentor relevant staff of agribusiness start-ups on basic marketing, effective presentations and negotiation

Essential Academic Qualifications:

- University Degree in Marketing, Communications, Strategic Marketing

Essential Professional Background:

- Min. 3- 5 years of experience in strategic marketing,

About Our Partner

People in Need

People in Need (PIN) is an international NGO from Czech Republic working in twenty-three countries around the globe. PIN started working in the Philippines after Typhoon Haiyan in November 2013 and is registered in the Philippines' Securities and Exchange Commission as a branch office of a foreign not-for-profit organization. In the Philippines, PIN works around post-disaster recovery and rehabilitation,

economic development and sustainable livelihoods. In Eastern Samar, Philippines, People in Need implements a local economic development project by supporting Agribusiness business start-ups and small-scale entrepreneurs grow and scale-up their businesses and increasing their income and resilience to disasters.

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.

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
- Bonus: Additional return flight home or cash in lieu after 12 months of service for volunteers who extend for another 6 months

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.

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