



Co-operative Development  
Foundation of Canada

SINCE 1947

## Overseas Opportunity (6-12 months) Social Media Officer, Colombia

**WHERE:** Bogota, Colombia, with travel to rural communities in different departments of Colombia

**START DATE:** Negotiable (ideally by January 2018)

**DURATION:** Six months to one year (6-12 months)

**REPORTING TO:** Jessica Sunter, Program Officer for Colombia

**DEADLINE:** December 18, 2017 (applications reviewed on rolling basis)

**NOTE:** *This is a voluntary assignment. Costs covered are: domestic and international economy airfare, ground transport, visa, travel insurance/immunizations, basic accommodation in Colombia, and a meal/incidental allowance (up to \$1,500/month for accommodation and meals). A two-day pre-departure briefing will take in Ottawa prior to departure.*

### BACKGROUND:

The Improving Economic Performance of Agricultural Co-operatives (**IMPACT**) project, is a five-year, CAD \$15,309,473 project funded by Global Affairs Canada (GAC). The project is being implemented by the Co-operative Development Foundation of Canada (CDF Canada) in partnership with GESTANDO, a Colombian business incubator from the co-operative sector. The project will end on September 30<sup>th</sup>, 2019.

The project supports sustainable, private-sector driven business activities of co-operatives and associations in the agricultural sector. The objective is to build the capacity of these associations and co-operatives so that by the end of the project they will be financially sustainable, with expanded product sales both locally and internationally. The IMPACT project is working with 14,000 farmers (cocoa, coffee, fruits and vegetables, plantain and dairy farmers) in 10 departments across Colombia. When considering the impact on their immediate families and communities, the project is expected to reach 84,000 men, women and children.

CDF Canada's Colombia Country Director resides in Bogota, Colombia. The project has a staff of over 50 people, including approximately 15 people located in the office in Bogota, and field staff in each of the 10 departments where the project is active.

### ABOUT THE ASSIGNMENT:

The Social Media Officer will be based in the CDF Canada IMPACT project office in Bogota and will travel to rural communities as necessary. The work of the Social Media Officer will be carried out under the general guidance of the project's Operations Manager, in close collaboration with the project's Communications Specialist and other members of the IMPACT Colombia team.

### OBJECTIVE:

To provide general communications support to the IMPACT project with a particular focus on strengthening the social media presence of farmer organizations in order to promote their businesses.

## ACTIVITIES AND DELIVERABLES:

- Provide general support to the IMPACT project Communications Specialist.
- Support the design and delivery of simple social media workshops for farmer organizations.
- Identify leaders from each farmer organization who will implement the social media strategy.
- Develop a flyer for various organizations to promote their product.
- Support the development of a book/document on lessons learned in the project.
- Contribute to monthly, quarterly and semi-annual reports.
- Other tasks as required.

## QUALIFICATIONS:

The successful applicant must possess the following skills, experiences and personal characteristics:

- Relevant degree (i.e. communications, marketing, international development) or equivalent experience.
- Two years of relevant work experience.
- Demonstrated experience using various social media and other online engagement platforms including Facebook, Twitter and Instagram.
- Strong photography skills.
- Ability to relate to rural women and men producers.
- Ability to speak and write Spanish (fluency in Spanish required).
- Preferably, knowledge of and experience in Latin America.
- Knowledge of co-operatives is an asset.
- Willingness to travel to rural areas with very basic accommodation.
- Openness to new experiences.
- Flexible.
- Excellent inter-personal skills and ability to work as part of a team.

## WORKING CONDITIONS:

The position is based in Bogota, Colombia, with travel to rural areas as required.

## APPLICATION PROCESS:

Please submit a resume and letter of intent to Volunteer Manager, Laurie Tennian, by December 14, 2017 to [LTennian@cdfcanada.coop](mailto:LTennian@cdfcanada.coop) (Note: applications reviewed on rolling basis). You must be a Canadian citizen or permanent resident. Successful candidates will be required to obtain a police check from their local police/RCMP detachment.

***All applicants are thanked for their interest in CDF Canada; however, only those selected for an interview will be contacted.***

## CO-OPERATIVE DEVELOPMENT FOUNDATION OF CANADA

The Co-operative Development Foundation of Canada (CDF Canada) is an international development charity that helps improve the lives of women, men, children and their communities through cooperatives. We envision a world where self-reliant communities flourish. CDF Canada is working with local partners in Africa, Asia, Latin America and in Eastern Europe to establish and grow community owned co-operatives that help people achieve more prosperous, self-reliant lives.

For over 70 years, CDF has been mobilizing financial resources, volunteers and knowledge – mostly from Canadian co-ops and credit unions – to make the world a better place. For much of that time, CDF Canada worked with the Canadian Co-operative Association (CCA) and other partners to help

communities move toward prosperity and create more secure lives through community-owned cooperatives.

CDF and CCA amalgamated in 2017 under the CDF Canada brand. For more information about CDF Canada, visit [cdfcanada.coop](http://cdfcanada.coop).