

VOLUNTEER WITH CWY-JCM

POSITION Communications Advisor, Women's Entrepreneurship and Livelihoods Initiative
TERM Part-time (8 hours/week); 15 weeks; Volunteer Virtually

START DATE Mid-May 2021

ABOUT CWY-JCM

CWY is an international nonprofit organization dedicated to the empowerment of young people. CWY collaborates with partners in Canada and around the world to create transformative learning experiences focused on building knowledge and leadership skills through participation in sustainable community-driven projects. For the next 10 years, CWY will focus on impact within the four key pillars: Empowerment and Experience for Indigenous Communities, Sustainable Livelihoods and Entrepreneurship, Empowerment of Young Women & Girls, and Environmental Sustainability

ABOUT "WELI"

WELI is a youth-centered and gender-responsive training and development project that seeks to increase economic empowerment and resilience for young women in the communities most affected by COVID-19 in Ghana and Senegal. WELI will empower young women through business development services to maintain their livelihood in response to COVID-19. Through E-Volunteering, qualified and passionate young Canadians will support the implementation and delivery of the WELI project which is being implemented by Africa Skills Hub (ASH) and funded in part by Global Affairs Canada (GAC). WELI seek to empower 6752 Adolescent Girls and Young Women (AGYW) in Ghana and 3750 AGYW in Senegal. 100 AGYW and new cooperative members will be supported to scale up entrepreneurship activities (palm oil production & food and beverage) in Ghana and more than 50 AGYW entrepreneurs (health and wellness) in Senegal

REQUIRED QUALIFICATIONS AND EXPERIENCE

- Education in Communications, Marketing, Journalism, Graphic Design, Advertising or related field
- Experience with production and/or project management considered an asset
- Deadline-driven with strong organizational and planning skills
- Experience with Adobe Suite (Photoshop, Illustrator, etc.), photography or videography an asset
- Experience evolving in different cultural contexts and with a range of stakeholders is preferred

KEY RESPONSIBILITIES

- Assists in the execution of online component of the marketing plan created by the entrepreneurs alongside the marketing advisors
- Coaches and implements online marketing tools, such as the basic creating of a website, social media and setting up a business email
- Support the identification and development of communications and marketing projects including: developing content for blogs and newsletter submissions, social media responsibilities, media relations support, photography, videography and more
- Ensure marketing materials and communications meet established brand standards
- Support other communications/marketing requirements as required
- Build organizational capacity to undertake ongoing communication and marketing projects
- Develop, document and share all tools and materials developed with partners and country staff
- Contribute to Monitoring and Evaluation objectives through the collection of data

INTERPERSONAL SKILLS AND APTITUDES

- Ease in establishing effective communications, including in a cross-cultural and multilinguistic environment (tact, diplomacy, professionalism).
- Ability to create relationships and gain trust remotely.
- Ability to deal with stress, conflict management and complexity.
- Ability to meet deadlines and objectives.
- Ability to work with minimal supervision.
- Ability to establish collaborative relations with local partner organizations and staff

PARTICULAR WORKING CONDITIONS

- Must have reliable internet access, your own computer with microphone and video camera
- Be available to take calls early to line up time zone (West Africa)
- Position based remotely
- Some flexibility is available for scheduling

APPLY BY APRIL 20th, 2021

www.canadaworldyouth.org/volunteers/#weli

Canada World Youth is committed to equity in employment and diversity.

This posting represents an opportunity to realize our focus on increasing the presence of underrepresented groups in the organization, such as Indigenous peoples, visible and ethnic minorities, persons with disabilities, women, persons of minority sexual orientations and gender identities, and others who may contribute to the success of a diverse workforce.

We would like to thank in advance all the candidates for their interest in Canada World Youth.
Please note that only candidates invited to an interview will be contacted.