### TITLE: Social Marketing Officer

### PARTNER(S): Girls Empowerment Network Malawi (GENET Malawi)

### COUNTRY AND PLACE OF ASSIGNMENT: Blantyre, Malawi

### CONTRACT DURATION: According to your program’s requirements

### DESCRIPTION:

Uniterra is a leading Canadian international volunteer cooperation and development program, jointly implemented by the Centre for International Studies and Cooperation (CECI) and World University Service of Canada (WUSC). Uniterra contributes to improving the socio-economic conditions of poor and marginalized communities in 14 countries and with over 170 partners in Africa, Asia and the Americas through the exchange of expertise and knowledge of Canadian and international volunteers. Uniterra believes that economic growth, when inclusive, is the most powerful driver of poverty reduction. The purpose of the Uniterra program is to improve the lives of some of the world’s most vulnerable populations by stimulating growth and facilitating access to the benefits of growing and diversified markets. To make this happen, we are working with our local partners to enhance the income of poor and marginalized women and youth through better access to employment and income generation opportunities. Uniterra country program staff work with our local partners to design Uniterra assignments in the context of the country strategy, supporting the inclusion of women and youth in key economic subsectors.

For more information on the Uniterra program, our approach and countries of focus please visit: Uniterra.ca.

Girls Empowerment Network Malawi (GENET Malawi) is a women’s rights organization and a grassroots movement of girls and young women that work to support and improve the well-being of vulnerable and marginalized girls in Malawi. GENET empowers girls and young women to advocate for gender equality and justice. GENET Malawi works to strengthen and amplify young women’s voices by empowering girls and young women to be advocates of their own rights and be able to claim their rights from duty bearers.

The Social Marketing Officer will contribute to the attainment of Uniterra objectives of empowering young women by promoting the visibility of GENET activities through the production of promotional materials as well as documentation of information.
**RESPONSIBILITIES:**

- In collaboration with staff, develop documentaries (short stories, case studies, factsheets etc.) for GENET and their activities in Malawi;
- Document success stories and create promotional materials accordingly;
- Promote the visibility of GENET in Malawi;
- Integrate all social media efforts in order to cultivate and strengthen audiences, information sharing activities and online communities;
- Respond and adapt to changes in social media trends, strategies, platforms, tools, best practices;
- Ensure the participation of women and youth, as well as their representation, in all activities of and all program benefits;
- Write reports required by GENET and the Uniterra program.

**QUALIFICATIONS:**

- University studies in Journalism, Communication, Information and Communication Technology, or equivalent experience in communication or any other relevant field;
- Ability to work independently and collaboratively;
- Ability to work in an intercultural environment; and
- Strong written and oral communication skills in English.