<table>
<thead>
<tr>
<th><strong>TITLE:</strong></th>
<th>Communication and Marketing Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PARTNER(S):</strong></td>
<td>College of African Wildlife Management, Mweka (CAWM)</td>
</tr>
<tr>
<td><strong>COUNTRY AND PLACE OF ASSIGNMENT:</strong></td>
<td>Moshi, Tanzania</td>
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<tr>
<td><strong>CONTRACT DURATION:</strong></td>
<td>According to your program’s requirements</td>
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</tbody>
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**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.

College of African Wildlife Management, Mweka (CAWM) was established in 1963. It is the only institution in Tanzania to be awarded the United Nations Environmental Program (UNEP) International Sasakawa Environment Prize. This prize is given to laureates with a proven record of achievement in the sector of environment, and has the potential to make outstanding contributions to the environment consistent with UNEP’s policy and objectives. For the past 50 years, the College has trained over 5,000 wildlife managers from 52 countries worldwide (28 African countries and 24 other countries in the world).

The College is accredited by the National Council for Technical Education (NACTE) of Tanzania. The College also offers a variety of short courses in wildlife management and wildlife tourism. These and other achievements have established Mweka as the only training institution in this sector for the region recognized as a Center of Excellence by the East African Community (EAC).
RESPONSIBILITIES:

- Identify and document case studies demonstrating the impact of the college on the lives of marginalized women, youth and communities;
- Support the implementation of a communication and social marketing strategy to expand the college's online media presence;
- Identify a suitable market strategy for the college to increase the visibility of the college globally;
- Ensure the participation of women and youth, as well as their representation, in all activities of and all program benefits;
- Write reports required by the partner organization and the Uniterra program.

QUALIFICATIONS:

- Pursuing university or college degree (or recently completed) in Social Science, Communications or experience in any related fields;
- Experience in online marketing and social media strategies would be a strong asset;
- Experience in working within multi-cultural teams preferred;
- Ability to work in an environment with limited resources;
- Capacity for analysis, synthesis and writing;
- Strong written and oral communication skills in English; Swahili is an asset.