

**Volunteers Engaged in Gender Responsive Technical Solutions (VETS)
VOLUNTEER PLACEMENT DESCRIPTION**

Volunteer Position Title	Communication and Marketing Advisor
Country	Ghana
Partner Organization	WIPVaC-Apex Ghana
Placement Location(s)	Greater Accra
Duration of placement	3 months (flexible)
Planned Start date	August 2025 onwards (flexible)
Eligibility requirements	Open to Canadian Citizens and Permanent Residents of Canada only.
Language Requirements	<input type="checkbox"/> English Will the volunteer have the support of a local translator for some of their duties? <input type="checkbox"/> Yes
Placement objective and volunteer role and responsibilities	<p>As the Communication and Marketing Advisor based in Greater Accra, Ghana, you will support WIPVaC-Apex to develop a communication strategy and work plan as well as support in the development of product designs for agribusiness products.</p> <p>As part of your role, you will:</p> <ul style="list-style-type: none"> • Assist in developing a communication strategy and implementation plan at National, Regional and District levels • Support members in developing their knowledge and skills in product design for their agribusiness products in order to increase market appeal and ultimately to increase profit margins • Build capacity of members by sharing best practices and offering training on the best use of social media channels (such as WhatsApp, Instagram and Facebook) in order to reach a wider market and on website management • Promote gender equality by developing the communication strategy with a gender lens. Training on gender equality will be provided. • Ensure an environmental and sustainability climate action lens is applied throughout the placement by supporting eco-friendly product designs and minimizing the carbon footprint. • Promote human rights by promoting inclusive activities and ensuring the rights of marginalized individuals are protected where applicable during the placement. • Participate in pre-assignment training • Submit reports as required by the partner organization and by VWB
Professional experience and skills	<ul style="list-style-type: none"> • Degree and/or relevant experience in marketing, communication, business, commerce or a related field • Demonstrated experience in communications and marketing • Experience in rural sociology and/or experience in rural Ghana considered an asset • Minimum two (2) years relevant professional experience in your field of expertise • A commitment to gender equality, One Health principles, and international volunteering • Flexibility, adaptability, excellent interpersonal skills and cultural sensitivity • Experience with group facilitation and trainings, including content development considered an asset • Experience living and working internationally considered an asset

Working conditions	<ul style="list-style-type: none"> • Travel to remote areas in Ghana • Frequent driving on gravel road when going outside of Accra • Stairs in the office, no elevator

Support Package
<p>VWB offers you an incredible experience to take part in an international volunteer experience where you will expand your personal and professional skills while contributing to global development. VWB commits to supporting you throughout your volunteer journey and will cover the majority of the costs involved in being an overseas volunteer, including:</p> <ul style="list-style-type: none"> • Travel and accommodation for the pre-departure training course in Ottawa • In-country orientation upon arrival in country of placement • Return airfare to placement country • Visa/permit costs • The cost of required for vaccinations and anti-malarial medication • Overseas emergency travel health insurance • A monthly living allowance (MLA) that will be paid into the volunteer's bank account in Canada. The MLA is designed to be sufficient to cover simple housing, basic food requirements, and other typical monthly living expenses. • Criminal record verification • Debrief after the placement
Fundraising
<p>VWB encourages each volunteer to raise funds towards the organization's operations.</p>
About Veterinarians Without Borders
<p>In the global south, more than 90 per cent of food animals are raised by subsistence farmers yet these small-scale livestock producers, the majority of whom are women, have very limited access to quality and affordable animal health services. Aside from the risks associated with the loss of valuable livestock who provide important protein and/or income for poor households, zoonotic diseases that can be passed from animals to humans offer a very real threat to human health on a wider scale.</p> <p>Veterinarians without Borders/Vétérinaires sans Frontières (VWB) works for, and with, communities in need to foster the health of animals, people and the environments that sustain us. VWB works nationally and internationally to train animal health workers, increase food security, and improve animal & public health. VWB provides overseas volunteer placements for veterinarians and other animal & public health professionals.</p>
About the Project: Volunteers Engaged in Gender Responsive Technical Solutions (VETS)
<p>Volunteers Engaged in Gender Responsive Technical Solutions (VETS) is a seven-year (2020 to 2027) Volunteer Cooperation Program funded by Global Affairs Canada. VETS will engage 190 volunteers who will support local partner organizations in Ghana, Kenya, Senegal, Lao PDR, Cambodia, and Vietnam. Volunteers will help create integrated animal health systems to increase the livelihoods and household nutrition of small-scale farmers.</p> <p>The VETS program utilizes the skills of volunteers to build local partner capacity to support community members, primarily women, to reduce poverty. Through improved production of livestock and crops, volunteers help improve family income and</p>

nutrition. The VETS program is built around the One Health concept, which recognizes that the health of people, animals, and the natural environment are interconnected. This project promotes the production of more and better food and increased incomes from livestock, all the while promoting land rehabilitation and conservation for sustainable development.