

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

<b>Volunteer Position Title</b>	Communications Advisor
<b>Country</b>	Laos
<b>Partner Organization</b>	Health Poverty Action (HPA)
<b>Placement Location(s)</b>	Vientiane + occasional travel to the communities
<b>Duration of placement</b>	3-6 months
<b>Planned Start date</b>	To be determined
<b>Eligibility requirements</b>	Open to Canadian Citizens and Permanent Residents of Canada only.
<b>Language Requirements</b>	<input type="checkbox"/> English  Will the volunteer have the support of a local translator for some of their duties? <input type="checkbox"/> Yes
<b>Placement objective and volunteer role and responsibilities</b>	<p>As the Communications Advisor based in Vientiane, Laos, you will support Health Poverty Action (HPA) to support the development of a Communication Strategy and the work plan implementation.</p> <p>As part of your role, you will:</p> <ul style="list-style-type: none"> <li>• Support in the development of a Communication strategy</li> <li>• Support in developing a work plan to implement the strategy</li> <li>• Support to develop brand guidelines</li> <li>• Build capacity in social media presence – content writing, frequency of posts, channel optimization</li> <li>• Share best practices and build capacity in writing and sharing success/impact stories</li> <li>• Build capacity of staff members by developing and providing training on the communications strategy and work plan as well as specific workshops on topics such as optimizing social media presence</li> <li>• Promote gender equality by including women and girls in promotional materials and targeting women and girls throughout the communication strategy</li> <li>• Ensure an environmental and sustainability climate action lens is applied throughout the placement by reducing the carbon footprint of the materials, for example by using environmentally materials</li> <li>• Promote good governance and human rights practices by promoting/educating women’s rights where relevant.</li> <li>• Participate in pre-assignment training</li> <li>• Submit reports as required by the partner organization and by VWB</li> </ul>

<b>Professional experience and skills</b>	<ul style="list-style-type: none"> <li>• Degree and/or relevant experience in Communications/Marketing or a related field</li> <li>• Demonstrated experience in the development of communication strategy, brand guidelines and tools</li> <li>• Knowledge of social media platforms, content writing and writing success/impact stories</li> <li>• Knowledge of gender sensitivity/equality concepts and applications in communication channels</li> <li>• Minimum two (2) years relevant professional experience in your field of expertise</li> <li>• A commitment to gender equality, One Health principles, and international volunteering</li> <li>• Flexibility, adaptability, excellent interpersonal skills and cultural sensitivity</li> <li>• Experience with group facilitation and trainings, including content development considered an asset</li> <li>• Experience living and working internationally considered an asset</li> </ul>
<b>Working conditions</b>	<p>Fill in any physical requirements required for the placement – for example frequent driving on gravel roads, heavy lifting, stairs in the office, etc.</p> <ul style="list-style-type: none"> <li>• Stairs in the office</li> <li>• Community roads in poor conditions</li> <li>• Rainy season – possible flooding and slippery roads</li> </ul>

<b>Support Package</b>
<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"> <li>• Pre-departure training</li> <li>• In-country orientation upon arrival in country of placement</li> <li>• Return airfare to placement country</li> <li>• Visa/permit costs</li> <li>• The cost of required for vaccinations and anti-malarial medication</li> <li>• Overseas emergency travel health insurance</li> <li>• 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.</li> <li>• Debrief after the placement</li> </ul>
<b>Fundraising</b>



VWB encourages each volunteer to raise funds towards the organization's operations.

#### **About Veterinarians Without Borders**

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.

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.

#### **About the Project: Volunteers Engaged in Gender Responsive Technical Solutions (VETS)**

Volunteers Engaged in Gender Responsive Technical Solutions (VETS) is a seven-year (2020 to 2028) Volunteer Cooperation Program funded by Global Affairs Canada. VETS will engage 190 volunteers who will support local partner organizations in Ghana, Kenya, Lao PDR and Cambodia. Volunteers will help create integrated animal health systems to increase the livelihoods and household nutrition of small-scale farmers.

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 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.