

VSA Assignment Description

Assignment Title	Communications & Marketing Mentor
Country	Timor-Leste
Location of Partner Organisation	Dili
Partner Organisation	TradeInvest
Duration	One Year
Sustainable Development Goals	

41754

1. Partner organisation overview

TradeInvest Timor-Leste is a public authority and is the primary Investment and Export Promotion Agency for Timor-Leste. The agency was first established in 2005 and re-established in 2016. TradeInvest has just completed its 2022-2027 Strategy and supporting action plans. The organisation is looking to develop its role in supporting the Timor-Leste Government to create a sustainable environment for local businesses to expand both within Timor-Leste and internationally. In addition, TradeInvest aims to encourage foreign investors to consider TimorLeste as an option for investment. Vision A prosperous nation enabled by private investment and exports Mission Making it easy for investors and exporters to do business ('one stop shop' that promotes, facilitates and monitors investments) In addition to the vision and mission stated above, TradeInvest is also tasked to reinforce and develop local businesses by providing information and links within the domestic market and to international markets. TradeInvest is led by an Executive Director. TradeInvest's direction is set by the Government of Timor-Leste through the Council of Ministers.

You can read about TradeInvest on their website <http://www.investtimor-leste.com>

2. Assignment overview

TradeInvest Timor-Leste plays a critical role in helping the country diversify its economy and grow the non-oil sectors, with a particular focus on agriculture, tourism, fisheries, and manufacturing. A VSA volunteer assisted TradeInvest to develop its first long term strategy and supporting action plans. The need to strengthen the work of the External Relations and Marketing Team has been identified, particularly in the area of Marketing which is a key area to support the work of Investment and Export Promotion Team. TradeInvest's mission is to "make it easy for investors and exporters to do business ('one stop shop' than promotes, facilitates, and monitors investments)." TradeInvest has set its annual action plan to achieve its strategic goals to grow investment and export and become a trusted guide to Government and private sector. The VSA volunteer assignment will provide support and guidance to develop strategic thinking for the External Relations and Marketing Team to help achieve TradeInvest strategic goals.

3. Goal/outcomes/outputs

Goal

TradeInvest's External Relations and Marketing Team is operating effectively, enabling it to support the delivery of the Strategic Plan 2022-2027.



Outcome 1

TradeInvest has a comprehensive marketing strategy in place to support delivery of its Strategic Plan 2022-2027.

Outputs

With TradeInvest External Relations and Marketing Team:

- Identify the objective, scope, and key stakeholders for the marketing strategy
- Collaborate with TradeInvest's leadership team and stakeholders to facilitate the development of the marketing strategy
- Support the facilitation of workshops as required to develop content for the marketing strategy
- Provide on-the job training, coaching and mentoring, where necessary, to produce the marketing strategy

Outcome 2

TradeInvest has a comprehensive marketing plan in place to support delivery of its Strategic Plan 2022-2027.

Outputs

With TradeInvest External Relations and Marketing Team:

- Identify the objective, scope, and key stakeholders for the marketing plan
- Collaborate with TradeInvest's leadership team and stakeholders to facilitate the development of the marketing plan
- Facilitate workshops as required to develop content for the marketing plan
- Provide on-the job training, coaching, and mentoring, where necessary, to produce the marketing plan.

Outcome 3

TradeInvest has appropriate marketing materials in place to support delivery of the marketing strategy and plan.

Outputs

With TradeInvest External Relations and Marketing Team:

- Identify marketing media options and key documents required by TradeInvest
- Collaborate with TradeInvest's leadership team and stakeholders as required to develop content for the material
- Assist with the development of templates, content and collateral
- Provide on-the job training, coaching and mentoring, where necessary, to produce, update and maintain the material



4. Reporting and working relationships and capacity building

The volunteer will report to the Director of External Relations and Marketing and will work most closely with members of the External Relations and Marketing Team, specifically including the Image Promotion manager.

The volunteer and TradeInvest will have an ongoing relationship with the VSA programme manager in terms of assignment monitoring, reporting, professional advice and personal support.

It is anticipated that capacity building will take place in a variety of settings, included but not limited to:

- Introduction of marketing best practice to TradeInvest
- Documentation of planning processes
- Sharing knowledge and skills on a daily basis
- Group coaching session with all TradeInvest staff
- One on one mentoring with External Relation and Marketing Team

As needs on the ground may change over time, the volunteer is encouraged to review and update the Assignment Description on arrival in consultation with the partner organisation and VSA Programme Manager. By their very nature, development situations can involve significant change, so it is advisable that the volunteer periodically review and reflect on the Assignment Description throughout the Assignment to ensure the best development outcomes are being achieved.

5. Selection criteria/position requirements

Person specifications (professional)

Essential

- Proven experience as a Marketing strategist, Marketing manager or Senior Marketing experience
- Proven experience in creating and implementing marketing strategies and plans
- Proven ability to develop training programmes and to facilitate workshops
- Experience producing marketing materials
- Experience mentoring and coaching staff

Desirable

- Experience working in an investment promotion agency (New Zealand Trade Enterprises (NZTE))

Personal specification (personal)

Essential

- Excellent interpersonal and communication skills
- Self-motivated and able to show initiative
- Demonstrated ability to be flexible and adapt to changes in pace of work



- Demonstrated ability to work as a member of a team and engage with people of diverse backgrounds
- Open to feedback and changes in direction
- Willingness to learn and use Tetum in the workplace

Desirable

- Experience living and working in a developing country
- Holder of motorbike and car driver license
- Willingness to learn Tetum

6. VSA Essential Attributes

- Commitment to volunteering, to VSA and to the partner organisation
- Cross cultural awareness
- Adaptability and a willingness to approach change or newness positively
- Able to form good relationships, both personally and professionally, with work colleagues and in the community
- Resilience and an ability to manage setbacks
- Initiative and resourcefulness
- An ability to facilitate learning through skills exchange

7. Country Context

For more information about Timor-Leste see the [VSA website](#).

Additional information

Residency status

VSA volunteers must be New Zealand citizens or have New Zealand permanent residency status, and currently living in NZ.

Pre-departure briefing

As part of the volunteer's contract, successful candidates will be required to take part in a pre-departure briefing course run by VSA in Wellington and complete all required pre-reading.

Final appointment

Final appointment will be subject to satisfactory medical and immigration clearances (costs covered by VSA), partner organisation acceptance, and successful completion of the pre-departure briefing course.

Family status

VSA supports partners to accompany volunteers on assignments of six months or longer. However, volunteers with accompanying dependents will not be considered for this assignment.

Fundraising

Volunteers are encouraged to fundraise at least \$1000 with the support of VSA's fundraising team. Accompanying partners are encouraged to raise the same amount. All funds raised will help VSA keep its programmes in action and support future volunteers.



Vaccination requirements

Potential volunteers are advised that VSA's insurers require volunteers to be inoculated, prior to departure, in accordance with the instructions of VSA's medical adviser. VSA covers the cost of any required vaccinations.

Children's Act

While on assignment, VSA volunteers may be required to work with children and/or may choose to participate in informal activities in their own time that involve interactions with children (such as coaching teams or teaching English). VSA is committed to the protection of vulnerable children and adults, which also includes meeting our commitment under the Children's Act 2014.

The information requested during the application process is necessary to assist VSA to determine applicant suitability to work and/or interact regularly with children and is part of a series of pre-selection checks undertaken on all applicants for VSA assignments.

Volunteer package

The volunteer's package includes the following:

Reimbursements and grants

1. Volunteers will receive an establishment grant of NZ\$750 to help them set up in their country of assignment. For volunteers with an accompanying partner (whether or not that partner is also a VSA volunteer), VSA will pay an establishment grant of NZ\$1,100 per couple.
2. For two year assignments, the volunteer will receive a rest and respite grant of NZ\$1000 on completion of the first year.
3. A resettlement grant of NZ\$200 will be paid for each month the volunteer is on assignment. This is payable on completion of the assignment up to a maximum of 24 months.
4. The volunteer will receive a monthly living allowance of USD\$960.

Accommodation

Basic, comfortable furnished accommodation will be sourced by VSA. In some circumstances volunteers may be asked to share accommodation.

Airfares and baggage allowance

VSA will provide the volunteer with economy airfares to and from New Zealand for their assignment plus a baggage allowance.

Insurance

VSA will provide travel insurance to cover baggage and personal property, and non-routine medical expenses for the duration of the assignment. Further details of the insurance cover will be provided during the volunteer pre-departure briefing.

Utilities

VSA will reimburse volunteers reasonable expenses for household utilities while on assignment.

Final terms and conditions relating to the specific volunteer assignment will be confirmed in a personalised volunteer contract.

