

VSA Assignment Description

Assignment Title	Business Development and Marketing Advisor
Country	Timor-Leste
Location	Dili
Partner Organisation	CARE International, Timor-Leste
Duration	One year (with the possibilities of extension by mutual agreement) – Six months in-country and six months e-volunteering

Sustainable Development Goals



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1. Partner organisation overview

CARE International, Timor-Leste (CITL) works to end poverty and bring about lasting, sustainable development in Timor-Leste placing special focus on enhancing the roles of women and girls to assure their equality in society. CITL works with communities in Timor-Leste to encourage demand for higher quality education, health care and other community services. Care International has been working in Timor-Leste for over 25 years.

2. Assignment overview

Lafaek Learning Media (Lafaek meaning crocodile in Tetun) is a project of CITL, supported by the New Zealand Aid Programme. It comprises four magazines that are produced and distributed three times a year: Lafaek Ki'ik, a publication for pre-school to Grade 1-2 students; Lafaek Prima to Grade 3-6 students; Lafaek Community Magazine to promote literacy and provide news to families' child caregivers and; the Teachers' Magazine to support teachers' classroom management skills and provide a professional educators' network. The main goal of Lafaek is to contribute to improved learning outcomes for children and low literate adults, supporting family well-being and is distributed in all thirteen municipalities of Timor-Leste.

To date, donor funding has supported Lafaek's operations and initiatives, but with current trends in reducing official development assistance for Timor-Leste, this is unlikely to be a reliable option for the future. To strengthen the long-term sustainability of Lafaek, CARE aims to transition this flagship project into a social enterprise. Through this process, Lafaek will generate its own funding to augment donor support. Because Lafaek will remain true to its vision of reaching the most remote and disadvantaged schools and communities throughout the country at no cost to the user, Lafaek will pursue a hybrid funding model that will continue to rely on partial donor subsidy, although at a much-reduced level.

The Lafaek team has an excellent track record in the development of social behaviour change materials for many years, however, they need business support to effectively commercialize the current and future products and services.

An important focus of the assignment will be to establish and further develop the Lafaek social enterprise as an effective and sustainable business to secure the long-term future of the project's essential



contributions to Timorese society. In addition, the volunteer will be expected to support and enhance the skills and knowledge of the current team in business development and management.

For more information, please see:

https://www.youtube.com/playlist?list=PLmvzEfArDryKJS0s8mt3IHAcgx_NqEH0x

<https://www.care.org.au/blog/magazine-helping-tackle-illiteracy-in-timor-leste/>

3. Goal/outcomes/outputs

Goal

Lafaek Social Enterprise's ability to demonstrate its social and commercial value is strengthened through effective business development and communication/marketing activities.

An essential focus of this work will be to establish and further develop the Lafaek social enterprise as an effective and sustainable business to secure the long-term future of the project's essential contributions to Timorese society.

The Lafaek Social Enterprise team has enhanced their business-related skills, and knowledge to lead and manage the Lafaek Social Enterprise in a sustainable manner.

Outcome 1

New business development/income generating opportunities are identified for Lafaek.

Together with project management and the communication and marketing team:

- Conduct market research to gauge business development opportunities for LSE.
- Identify and support cultivating new strategic relationships to develop new LSE business opportunities.
- Identify and submit proposals/ grant opportunities.
- Analyse the result of proposals and ensure learnings are incorporated into future opportunities.
- To include all people directly affected by the volunteer assignment in the Partner Organisation and community, using strategies that promote gender equality, inclusion of youth, inclusion of people with a disability; child protection and safeguarding; and inclusion of marginalized groups.

Outcome 2

Lafaek Social Enterprise has a functional business development strategy and action plan for expanding income-generating and cost-efficiency strategies.

Together with the communication and marketing team;

- Assess the current business plan and processes, including learning the needs of the Lafaek team to determine whether they are fit for purpose. Assist in reviewing the existing business plan, staff capabilities and marketing strategy to build an entrepreneurial mentality and be more applicable to the business/industry world.
- Collaborate with various teams at LSE to help provide direction in business development and planning.

Outcome 3

Support the Lafaek team through mentoring and coaching to develop processes and upskill with revised communications, marketing and business development acumen.



The volunteer will help to:

- Identify training needs
- Provide ongoing coaching and mentoring to staff

4. Reporting and working relationships and capacity building

LSE currently relies on donor funding for its operations and initiatives. The appointed volunteer would be required to assist senior team members in conceptualizing and implementing a sustainable business development strategy to ensure that the organization generates an income that is not solely donor-funding based (through the provision of products or services).

The volunteer will report directly to and be accountable to the Social Enterprise Director.

The volunteer will primarily communicate and work closely with the Social Enterprise Director, Marketing and Communications Manager, Senior Communications Officer, and Communications Officer.

The volunteer and CARE International in Timor-Leste will have an ongoing relationship with the VSA Programme Manager in terms of assignment monitoring, reporting, professional advice and personal support.

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

Education and Experience

Essential

- A relevant qualification in Business Development/Marketing
- Experience in Business Development and proposal development within the NPO/NGO sector
- Experience in the international business development field
- Excellent communication skills.
- Experience with market analysis and research.
- Experience in providing on-the-job training and mentoring staff.

Knowledge, Skills and Abilities

Essential

- Experience in business development strategy conceptualization and implementation.
- Experience in program design approaches and methodologies, such as results frameworks, theories of change, logic modelling, and/or logical frameworks.
- Experience in writing, reviewing, and analysing technical proposals.
- Financial analysis and budgeting skills
- Experience with social enterprises/ small businesses



Desirable

- Willingness to learn and speak Tetum
- Excellent interpersonal, consultative and facilitation skills
- Resilience in a challenging environment
- Flexible and able to work with ambiguity
- Strong communication skills
- Easy going.

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.

1. Country Context

The CITL office has 24-hour electricity, access to water and internet. It is located in Bairo-Pite, 10 minutes from the city centre, in an industrial district where other offices are located (non-residential).

The workplace is in accordance with CITL security standards for Timor-Leste. It is located in a walled compound with 24-hour security guards. Office rooms are often shared by teams and can be locked. CITL follows an established security protocol when travelling to the field, requiring approval, and adhering to departure times (not driving in the night). Overnight stay in the districts may be necessary in which case staff stay in guest houses or hotel accommodation in locations that may have very limited access to internet, electricity and water.

For more information on living and working in Timor-Leste, click [here](#)

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 for 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 prior to departure.

