

Challenging Internship for Trainee/Volunteer

“Marketing of Maya-Women Handicraft Cooperative Fair Trade Store”

The Dutch foundation *En Mi Salsa* has set up the handicraft cooperative and fair trade store *Ut'z Bat'z* in Chichicastenango, Guatemala, with Maya-women from the most vulnerable groups. Self-support and empowerment are central aspects of this cooperative. All products are handmade, authentic and of high quality. We are also setting up projects focused on their children.



We are looking for a trainee/volunteer who wants to raise sales and opportunities of the cooperative's fair trade store, and create (inter)national brand awareness

Duration: minimum 2 months

Your most important activities are:

- ❖ Assisting the overall organization of the cooperative's fair trade store.
- ❖ Creating brand awareness of the store and help to raise (inter)national sales.
- ❖ Developing ideas for the improvement of the store's image and trying to attract more tourists.
- ❖ Training the women in marketing strategies and representing themselves.
- ❖ Fundraising to develop marketing activities and for the development of products.

Your profile:

- ❖ You are studying for or have a bachelor or master degree related to the above or you have related work experience.
- ❖ You have affinity with development issues and fair trade.
- ❖ You are a social person and you have organizational skills.
- ❖ You are flexible, active and you have a balanced personality.
- ❖ You are independent and willing to live on your own in a Guatemalan community.
- ❖ You have an intercultural mentality and you want to learn about the Guatemalan society and the Maya culture.
- ❖ You have a sufficient level of Spanish or you are willing to do a one-month Spanish language course in Guatemala (which we can organize for you, costs around 1000 US dollar).

We offer:

- ❖ An adventurous internship in which you will get to know the Maya culture and contribute to development.
- ❖ Practical assistance and personal support.
- ❖ Room for your own initiatives and wishes.
- ❖ Opportunities to become a sales representative for the cooperative.

www.enmisalsa.com

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