

Volunteer Marketing Advisor Social Enterprises

CRDT

CRDT is a development focused organization. It has deep technical expertise and extensive experience in environmentally appropriate agricultural development, increasing food security, supporting market linkages and income generation, natural resource management, water and sanitation, renewable energy technologies, eco-tourism and community empowerment.

Currently the organization has around 40 staff members living close to and working with the local communities in three of Cambodia's North Eastern provinces. All project communities are selected in conjunction with conservation partners Worldwide Fund for Nature (WWF) and Wildlife Conservation Society (WCS) to be areas of particular interest for conservation where biodiversity is threatened by livelihood activities and exploitation of natural resources. In addition, CRDT manages two Social Enterprise programs: Le Tonlé and CRDTours.

Le Tonlé

Founded in 2007, Le Tonlé is a Social Enterprise of CRDT that provides practical and theoretical vocational training on tourism and hospitality to vulnerable youth in Northeast Cambodia. The main purpose is to offer disadvantaged young Cambodians the skills to pursue employment opportunities in tourism, as well as to offer quality tourism training to provide for the shortage of tourism professionals in Northeast Cambodia. Le Tonlé operates two restaurants and guesthouses where the trainees can put their skills into practice and which generate supplementary income to support the training program.

CRDTours

CRDTours is a social enterprise that specializes in offering unique travel experiences in the provinces of Kratie and Stung Treng. All funds generated from the tours directly support local communities and environmental conservation. Started as a small project to take tourists to visit the activities of CRDT, CRDTours is growing to become the tourism expert in Northeast Cambodia. We book tours directly for tourists, and partner with other tour operators as well.

Volunteer Management Advisor Social Enterprise

Le Tonlé and CRDTours fall under the management CRDT, and are lead by the Social Enterprises Coordinator. Currently, we are looking for a volunteer to assist the Operational managers of Le Tonlé and CRDTours to help create and implement a marketing strategy.

Responsibilities

Work directly with and assist Operational managers to further develop a clear marketing strategy for Le Tonlé and CRDTours,

Assist and train Operational managers and other staff in implementing marketing strategy of Le Tonlé and CRDTours (online, flyers/brochures/location improvement/b2b)

Help renew website CRDTours (further develop existing ideas and update the website)

Develop and implement a database to keep track of results marketing

Work directly with Marketing and communication team CRDT to implement aspects of their private donation strategy through Le Tonlé and CRDTours
Assist Operational managers with improving business results (marketing, cost cutting, product pricing etc.)

Qualifications

Bachelor degree (preferably in Marketing or marketing related areas)
At least 2 years experience in Marketing
Experience in business marketing and/or B2B sales
Knowledge of marketing through social media
Experience in/knowledge of tourism and tourism market
Fluent in English (writing and speaking)
Knowledge of website design/development (HTML/Java/Photoshop etc.) is a plus

Further:

Willing to live and work in remote area in Cambodia (Kratie)
Team player
Good communicator
Respect cultural difference
Stay at least 6 months

We offer:

An opportunity to work directly in a young team of eager Cambodians, and help them develop their skills
Work in a developing country for a local NGO within an informal setting and enthusiastic, dedicated colleagues
Paid accommodation and living allowance