



**Volunteers Engaged in Gender Responsive Technical Solutions (VETS)
VOLUNTEER PLACEMENT DESCRIPTION 2020 - 2027**

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| Job Title | Communication and Media Specialist | | |
| Country | Ghana | | |
| Partner Organization | Ghana Poultry Network (GAPNET) | | |
| Placement location | Capital city | X | Comments: Position based in the capital city of Accra, with possible travel to surrounding communities Winneba, Suhum, Nsawam, Kasoa, Oyarifa, Obodan. Possible travel to Upper East to Yua, Natugnia, Sirigu, Manyoro, Kandiaga, Mirigu, Nabanago, Kongwonia, Nayangnia, and Doba when needed. |
| | Mid-sized town | | |
| | Rural town/village | | |
| | Various | | |
| Duration (Months) | 6 – 12 months | | |
| Start date | As soon as possible | | |
| Pre-departure Training Date/s | VWB/VSF will provide pre-departure orientation training. | | |
| Eligibility requirements | Open to Canadian Citizens and Permanent Residents of Canada only | | |
| Language Requirements | <u>Essential:</u> English Please mention if the volunteer will need to work with a local translator for some of their duties: Volunteer will sometimes need to work with a local translator for some of the duties, especially in rural communities. However, it would be a benefit if volunteer can speak the local language. | | |
| Academic Qualifications | <u>Essential:</u> <ul style="list-style-type: none"> • Postsecondary degree in communications and/or media <u>Desirable:</u> <ul style="list-style-type: none"> • Experience or certificate in marketing, communications, public relations, or similar fields | | |
| Professional Background / Skills | <u>Essential:</u> | | |



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| | <ul style="list-style-type: none"> • Proficient in Microsoft Office, Adobe Suite, and other media tools • Strong English communication skills, including writing, editing, and verbal communications • Ability to develop a newsletter, social media content and manage social media accounts • Effective cross-cultural communication skills • Commitment to the principles of volunteer cooperation and familiarity with participatory approaches to development, including the promotion of gender equality, good governance, and environmental sustainability <p><u>Desirable:</u></p> <ul style="list-style-type: none"> • Understanding of the poultry value chain, poultry production, and animal health management • Strong knowledge of Ghanaian poultry sector is an asset • Previous international work/volunteer experience in Ghana or another developing country |
| <p>Placement goal and objectives (preliminary)</p> | <p>Overall Goal:</p> <p>The primary purpose of the Communication and Media Specialist volunteer is to support GAPNET to develop communications strategies and tools, including content design and management, and other communications needs related to project impact.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Lead GAPNET team in the development of communication materials. • Train GAPNET staff in communication strategies and techniques, including graphic design, press releases, newsletters, social media, and more. • Support the design and implementation of communications plan. • Improve external communications for GAPNET, including enhancing the logo and letterhead, and strengthening social media presence (Twitter, Facebook, Instagram, etc.). • Train GAPNET team and partners on the use of social media account management to disseminate information. • Develop, review, and enhance content for print, electronic, and social media to communicate information to clients, volunteers, and donors. • Train GAPNET staff on lessons documentation and writing of success stories for newsletters. |



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| | All volunteers are expected to promote gender equality, environmental sustainability, and good governance within their placement responsibilities. |
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Volunteer Terms and Conditions

VWB/VSF covers most of the costs of being an overseas volunteer, including:

- Return airfare to placement country
- Visa/permit costs
- The cost of required vaccinations, anti-malarial medication, and overseas emergency travel health insurance
- 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.

Fundraising

VWB/VSF 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/VSF) works for, and with, communities in need to foster the health of animals, people and the environments that sustain us. VWB/VSF works nationally and internationally to train animal health workers, increase food security, and improve animal & public health. VWB/VSF 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), funded through the Volunteer-Cooperation Program at Global Affairs Canada, will engage 190 volunteers to work with local partner organizations in Ghana, Kenya, Senegal, Lao PDR, Cambodia, and Vietnam. 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.

Veterinarians Without Borders/Vétérinaires sans Frontière is an equal opportunity employer and values the diversity of our team. We are committed to inclusive and equitable employment practices and strive to create a workplace that supports diversity, equity, and inclusion. VWB/VSF Canada welcomes applications from all qualified candidates, including members of racialized groups, Indigenous peoples, women, persons with disabilities, and persons of any sexual orientation or gender identity. Please let us know if you require an accommodation and we will work with you to ensure an equitable hiring process. Thank you for your interest in VWB/VSF Canada.

Apply now by sending your CV and cover letter to volunteer@vetswithoutborders.ca with “[Position Title] – [Your Name]” in the subject line.