

Nachfolgend die Stellenbeschreibung des Marketing-Officers von SEO, dessen Position wir mit unserer Spendenaktion anstoßen wollen in der Hoffnung, dass er sich irgendwann selbst trägt bzw. dass die durch diese Stelle etablierten Verbindungen dazu beitragen, dass die in Toledo lebenden Maya sich selbst helfen können.

Socio-Economic Outreach (SEO) Ministry, St. Peter Claver Parish, Toledo District

Job Description: Marketing Officer

Station: Punta Gorda Town (with district wide travel)

Supervisor: Manager, Socio-Economic Outreach Ministry

Perform the following duties under supervision of the Manager:

1. Assist the Director of Socio-Economic Outreach Ministry with ECCHO Dinero, a revolving loan fund;
2. Identify possible micro - loan recipients.
3. Be responsible for the micro-enterprise aspect (such as quality control, marketing, accounting skills) of the capacity building training component;
3. Be responsible for the marketing (locally, nationally and internationally) of goods and services of loan recipients;
4. Be responsible for the marketing of Arts&Crafts produced by the people, organizing materials for the production of Arts&Crafts by trying to negotiate cheap deals with manufacturers.
5. Participate in annual countrywide events, such as Tourist Village, Expo-Market Place, Cashew Fest, Lobster Fest, that lends itself marketing of the goods and services connected to SEO;
6. Exploring marketing opportunities with partner churches and congregations abroad. In that context, develop a project Website with "Mail&Order" function and talk to visiting groups, trying to secure their cooperation.
7. Be responsible for the development and implementation of a comprehensive marketing strategy for goods and services connected with SEO, i.e. comprising Arts & Crafts, fruits & vegetables as well as animals;
8. Assist with international fund-raising;

9. Work closely with SEO Program Promoters in each community;
10. Ensure that SEO policies are adhere to;
11. Serve as a translator;
12. Network with other local agencies with similar objectives to SEO;
13. Be an ambassador for SEO;
14. Be an advocate for the poor;
15. Be a team player; and supportive of all SEO programs and activities;
16. Participate in monthly SEO administration meetings; and staff retreats;
17. Submit weekly plans, monthly budgetary and work reports to the Manager.
18. Share monthly budgetary and work reports with international donors for their own fundraising efforts.