



## **EWB Long Term Fellowship Detiina**

**Role:** Marketing, Sales and Promotions Coordinator

**Venture:** Detiina

**Website:** [www.detiina.com](http://www.detiina.com)

**Location:** Accra & Paga, Ghana

**Start Date:** Training May 2017, placement start date June 2017

**Duration:** 12 months

**Engineers Without Borders Canada (EWB)** is a Canadian NGO that invests in people and ventures to create a thriving and sustainable world. Bolstered by its network of 36 chapters and 1600 members, EWB provides seed funding, talent and mentorship to social enterprises throughout sub-Saharan Africa. For more information on EWB, visit <http://ewb.ca>.

### **The EWB Fellows Program**

The EWB Fellows Program exists to develop a cadre of Systems Change Leaders by equipping them with the opportunities, competencies and skills needed to build a more thriving and sustainable world. Every year we recruit 25-30 outstanding people for the 12-month Fellowship, placing successful candidates in one of our early-stage Ventures located throughout sub-Saharan Africa. This Fellowship opportunity is with Detiina and is based in Accra & Paga, Ghana.

### **About Detiina**

As a woman from an underprivileged background in a rural community, Nafisa Adams was able to fund her university education through making and selling beaded jewellery. Nafisa took part in EWB's Kumvana Fellowship Program in 2015 and has since decided to devote her life to economically empowering other rural women through making and selling handicraft products. She now employs dozens of women in Northern Ghana.

Detiina means "Our Hope" in Kasem, a language spoken by the people of Paga, located in the Upper East Region of Ghana. Detiina's mission is to create opportunities for women living in rural and impoverished communities, in Ghana, to earn an alternative source of income by learning, developing and applying local skills in a sustainable way. Detiina aspires to help reduce poverty among women, especially those living in rural villages in the Upper East Region of Ghana, by providing each woman with the proper resources to strive towards a better life. For more information please visit [Detiina's website](http://www.detiina.com).

### **About the role**

In 2011, Nafisa launched her NGO, Beads of Hope, to train women in her rural home to make beaded

jewellery. In 2016, she launched Detiina as a sustainable business arm of the operations, with a focus on bringing Beads of Hope's products to the international market.

In 2016 Detiina focused on laying foundational work and now needs a self-starting marketing, sales and promotions professional to steer us to success. While mainly based out of the EWB office in Accra, this position will also require travel to Paga, in rural Northern Ghana, where Detiina's main operations reside.

As a Marketing, Sales and Promotions Coordinator for Detiina, your responsibilities will include:

- Finding new markets for Detiina products, connecting us with retail and wholesale opportunities in Ghana and abroad
- Creation of marketing material for Detiina, including press releases, social media content and other promotional material
- Running sales events in Ghana and assisting to create an engaging local sales strategy
- Creation of a social media strategy, and the ongoing management of our social media platforms

Sound exciting? Here's who we are looking for.

## **Skills & Qualifications**

### *Required*

- 2+ years experience in sales and marketing (applicants with 3-5 yrs experience will be considered more competitive applicants)
- Online marketing skills, social media, blog writing
- Experience working with ecommerce platforms
- Self-starter who confidently works independently
- Willing to spend time rurally as well as in the city
- Friendly, outgoing, people-oriented person

### *Wish List*

- Fashion-orientated
- Willing to bring a SLR camera for content creation purposes (EWB provides fellows a \$300 technology budget for work-related technology requirements such as SLR camera for Detiina's content creation).

Please note: You must be a Canadian citizen, permanent resident, or landed immigrant in order to apply. No exceptions.

## **Compensation**

All costs relating to the placement are either paid for directly by EWB (airfare, insurance, vaccinations, trainings) or indirectly through a living stipend, which covers food, living expenses, local travel, etc. Fellows also receive an honorarium to assist with repatriation costs. The stipend covers basic living expenses for a modest lifestyle in your placement country. You should not expect to save money during this year or use the stipend to cover previous expenses (e.g. student loans).

Additionally, EWB offers a range of benefits including insurance, a settlement allowance, professional development opportunities, and more.

### **Application Instructions**

Submitting your application for the EWB Fellowship involves two steps:

Step 1: Under the subject line “Marketing, Sales, and Promotions Coordinator - Detiina”, submit your CV/Resume to [devonmatthews@ewb.ca](mailto:devonmatthews@ewb.ca).

Step 2: Complete the following [online application form](#). Please select "EWB Long Term Fellowship - Detiina" as the “Opportunity type”. If you would like to submit your candidacy to more than one role, please fill out separate forms.

Applications will be reviewed, and interviews scheduled on a rolling basis, so please submit your application as soon as possible. If the posting is still on our website, consider the role available.

For further detail about EWB, please visit [our website](#).