

## Vacancy for Internship Nepal 'Develop content for communication and social media in tea & Agriterra clients profiling'

**Country:** Nepal

**Client:** Central Tea Cooperation Federation (CTCF)

**Period:** From May to July 2019 (tentative)

**Deadline for application:** 12 April 2019

**Number of students we need:** 1

### Who are we looking for?

A student who is interested in cooperative development and is oriented towards communication and digital marketing. A student who has strong belief that social media can act as a pin to link consumers with farmers. It would be a great combination if the student is a tea lover and can find interesting facts about tea.

### Context

This internship consists of two related assignments. One part of the assignment will take place at CTCF (Central Tea Cooperation Federation), one of the clients of Agriterra Nepal, located in East Nepal. The other part of the assignment is focused on the visibility of the Agriterra Nepal country office in Kathmandu.

### CTCF

Central Tea Cooperation Federation (CTCF) is an umbrella organisation for primary tea cooperatives and district tea cooperative federations of Nepal, located in Ilam, the eastern part of Nepal. CTCF was established at the end of 2011 to address critical issues of small tea farmers through cooperative ideology and movement.

CTCF currently has a membership of 101 primary cooperatives (PCs) from 12 districts, including 5 district tea cooperative federations. More than 6000 individual farmers are associated in the primary cooperatives and are producing CTC and Orthodox tea.

During recent years around 25 members of CTCF have established their own tea processing facility. Besides that, also many of the other members are involved in green leave collection. Since many of the members of CTCF have high volume of production, CTCF has started to see the need to assist their members in market linkage, as this



remains one of the biggest challenges of their members due to relatively low prices being paid by the private factories and the traders/middlemen. To address this problem CTCF has identified the linkage of tea through the Marketing Facilitation Desk (MFD), a marketing bureau of tea cooperatives. However, CTCF has limited knowledge and experience in terms of communication and social media promotion.

## Agriterra Nepal

In Nepal, Agriterra has a team of four Nepali business advisors to provide proper follow up to clients Agriterra is advising. They are all working in the Nepal country office in Kathmandu when they are not in the field.

The Nepal country office has taken the initiative for a program for cooperative development in Nepal, the "Nepal Cooperative Development Partnership Programme". With this programme the Agriterra Nepal office wants to increase its visibility. Stakeholder mapping and presenting the impact is crucial for Agriterra and this program. Therefore Agriterra country office wants to present the impact on client level of its services through social media and other communication channels.

## The assignment

### Part 1: Assignment at CTCF

- To understand the current social media and communication practices of CTCF, find gaps and provide recommendations to CTCF and Agriterra Nepal.
- To understand on what information tea buyers are looking for in social media and develop the content to reach buyers for CTCF.
- To prepare short messages, videos and farmers stories for social media post for CTCF and Agriterra Nepal.
- To develop a one-pager communication and social media action plan for CTCF
- To present findings and recommendations for CTCF staff.

### Part 2: Assignment at Agriterra Nepal

- To develop content and client information for targeted stakeholders of Agriterra Nepal.
- To prepare success stories of 8 clients of Agriterra Nepal.
- To present findings and recommendations for Agriterra staff in Nepal and Arnhem.
- To develop communication and social media action plan for Agriterra Nepal.

## Profile of the intern

**Knowledge:** Online marketing, Communication strategy development, Photography, Audio/Visual editing, (digital) marketing

**Experience:** Content Writing, Social Media Marketing, Short video development, stakeholder management

**Competences:** strong in communication (oral and written), story writing, reporting skills, analytical, good interpersonal and social skills, intercultural sensitive

**Language level:** English on high proficiency level

## About Agriterra

We are Agriterra, a Dutch agri-agency that provides business development services to ambitious cooperatives and farmer organisations in developing and emerging economies.

We assist them with advice and training by locally based business advisors and by deploying practitioners from the Dutch and international farmer organisations and (cooperative) companies; the so-called AgriPool experts. We apply a three-track approach: we make cooperatives bankable and create real farmer-led companies, we improve extension services to farmer members and we enhance farmer-government dialogues. Our advisory practice covers the full range of services on Management & Organisation, Financial Management, Governance, Business Development and Lobby & Advocacy.

Agriterra works from local offices in a large number of countries. Agriterra has an annual turnover of approximately 15 million euros, is ISO certified and has over 140 employees, both in the Netherlands and abroad. For more information, visit our website [www.agriterra.org](http://www.agriterra.org).

## Application

Are you interested in this position and do you fit the profile? Then apply with a cover letter and curriculum vitae, by sending an e-mail before 12 April to [vacature@agriterra.org](mailto:vacature@agriterra.org), to the attention of C.C. van Rij, manager agri-advice.

If you require further information, you can contact Richard van der Maden by sending an e-mail to [vandermaden@agriterra.org](mailto:vandermaden@agriterra.org).