SMARKETING in Brasilien

About the project:

A project that works exactly the greatest needs of an NGO: marketing and administration. The Smarketing developed to restore and assist with consulting and promotes an international environment for NGOs, expanding concepts and establishing an operational plan six weeks can make for GAPs improvements and expand the social promotion.

You will be responsible for breaking paradigms and run macros in three dimensions, the path to the intended goals with the organization. We believe this is the opportunity politically support all NGO partners to evolve and impact increasingly on their projects.

Job Description:

Aiming to work the priority needs of NGOs, the project gives three steps to achieve the goals with the management and marketing of the site:

Week 1 - Analysis: Understand the situation of NGOs. Evaluate all the critical points of the NGO through tools and techniques that help to unravel which the roots and possible solutions of the site as well as evaluating the communication plan for external checking the regional situation and closing the week with the next steps for implementations;

Weeks 2, 3, 4 and 5: Execution: Arrange the operational plan of what will be inserted over the weeks and invest in each goal with commitment and always thinking about your role as a change agent that location. The weeks of implementation should have clear measurable so that each challenge is implemented safely. Develop short to long term activities for the following points: - Human Resources - Financial - Communicative

Week 6: Consolidation: Ensure the long-term effectiveness: Making the tools and general techniques embedded throughout the project are easily accessible and passed on to the head of the NGO, enabling it to use.
And as such, it is part of its activities in the project:

1- Prepare and develop the 6 week period the specific material for each stage of the project and presented elements aimed at design excellence

2- Supporting the local administrator, prioritizing the proper development of the operational plan

3- Participate in the virtual LEAD prior to arrival in Brazil, leads and specific training throughout the project, as well as official events of AIESEC

4- Participate in weekly meetings of project planning, recording the activities performed

5- To act with commitment, ethical and pro-activity in all performed actions

6- Participation in Global Villages held by AIESEC Vitória

**Learning points:**

1. Project Management
2. Marketing and communication planning
3. Global Networking
4. Interpersonal Communication
5. Leadership Skills
6. Team Work

**Expected results:**

- 90% of the Shares ruled achieved in specific operational plan
- 80% made effective communication plan
- Fundraising Action taken
- Promotion of NGOs in certain numbers of communicative vehicles

**Qualities:**

- Skills:
  o Marketing/ Selling skills preferred
  o Project Management preferred
  o Organisational Management preferred
- Backgrounds:
  o Marketing preferred
- Languages:
  o Englisch preferred
  o Spanish preferred
Office Hours in R.004A: Montags 14–15 Uhr
Donnerstags 15–16 Uhr

Telefonnummer: +49 941 9435618
Email: vpogcdp.regensburg@aiesec.de
Website: http://www.aiesec.de

• Issues:
  o Social Business
  o Organisational development
  o Entrepreneurship

• Study Levels:
  o Undergraduate
  o Bachelor
  o Graduate

• Specifics:
  o Expected Work Schedule 09:00 – 16:00
  o No work on Saturdays
  o Salary (USD) $ 0
  o Holiday/ vacation policy Day off on Fridays and holidays
  o Computer Yes
  o Internet access Yes