

# CENTRO DE INTERCAMBIO Y SOLIDARIDAD (CIS)

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**Position:** Fair Trade Salvadoran Crafts

**Number of Placements:** 1

**Placement Site:** San Salvador, El Salvador

**URL:** <http://www.cis-elsalvador.org/>

## **Field/Subject Area:**

Open to all York students who meet the eligibility criteria

## **Position Description:**

The Fair Trade Salvadoran Crafts intern will work with our Solidarity Crafts and Salvadoran Enterprises for Women programs to increase marketing capacity, following a fair-trade model. This work will involve the intern visiting several women's businesses and fair trade artisan cooperatives in the CIS network to get to know them and familiarize her/himself with our model and the products and crafts the cooperatives produce. Secondly, the intern will assist in creating and updating promotional and marketing materials (introduction packet, informative product tags, on-line store, and promotional emails), and help to streamline internal processes for fulfilling orders. Thirdly, using existing and new promotional materials, the intern will conduct outreach to potential fair trade partners and customers, and build and strengthen relationships with international fair trade organizations and stores.

## **Specific tasks will include:**

- Learning our model and the context of El Salvador: Conducting community visits to learn about the CIS' network of artisan cooperatives, and following up with this by developing or updating the profile for each participating business or cooperative for promotional use. Learning about the artisan's reality, what obstacles they face, and their day to day struggles living as artisans in El Salvador.
- Promotional materials: Creating a seasonal catalog and seasonal promotional plan to promote purchases during holidays (Christmas). Updating on-line store with new products/prices, proposing a product tag design for craft products from

each of the artisan coops in our network, and helping to design and send out promotional emails for new product designs.

- Outreaching and following up to possible fair trade partners/clients: Searching for and reaching out to new sales venues such as fair trade/green stores, solidarity groups at universities and churches, etc.
- Doing a thorough inventory including prices in order to value our in stock merchandise.
- Internal processes: Helping streamline catalogue ordering process, updating Product Inventory List with new products and current prices as well as helping with image inventories for products and artists.
- Possibly coordinating yearly capacity building workshop for collectives (if bilingual): Planning and coordinating a capacity-building training for artisan collectives and women's microbusinesses on a topic such as cost analysis, product design and presentation, sales and marketing, sustainable business plans, etc.

**Complete all tasks assigned, which includes but is not limited to the responsibilities outlined above.**

**Expected work hours:** 8 hours per day, 5 days a week (This is negotiable based on whether or not the intern is enrolled in Spanish classes.)

**Preferred starting date:** June 1; it is strongly preferred that all CIS interns begin work on the same date.

### **Qualifications/skills required:**

- Experience or knowledge in the areas of marketing, small business administration, microbusinesses sustainable development, women's empowerment, cooperative development, or fair trade.
- If not at a conversational level of Spanish, enrolment in Spanish classes' concurrent or prior to the internship.
- Strong writing skills in English or Spanish a must. Translation skills a plus.
- Knowledge of Microsoft Office and basic computer applications. Familiarity with Adobe Photoshop, Microsoft Publisher, basic HTML a plus.

### **Language requirements:**

Conversational level of Spanish strongly preferred

### **Highlights of Organization/background information:**

The struggle of the Salvadoran people for democracy and peace with justice has created strong solidarity on an international level. In order to strengthen people-to-people solidarity ties and contribute to the construction of a new El Salvador, organizations from the Salvadoran social movement and international organizations that have supported the process of peace with social justice, came together to create the Centro de Intercambio y Solidaridad (Center for Exchange and Solidarity).

The CIS is a multi-faceted organization, with many programs supporting education, organizing, and social justice. We are looking for people committed to solidarity and social justice to participate in our programs.