

**Apply today and you could be...**

## **A Marketing Adviser in Textiles, Mongolia.**

### **What's the context and purpose of the role?**

In 1990, 70 years of Soviet-style communism were abandoned and while some households have benefited from more liberal policies on private trade, one-third of Mongolia's population lives below the poverty line. As a volunteer you'll be helping traditional herding communities who are some of the worst afflicted groups in the country. You'll be working with the cashmere manufacturers of Ulaanbaatar to improve their marketing methods. You'll encourage links between the local traders and herders by demonstrating the benefits of working together to market their products. This project will contribute to reducing the number of people living in poverty in rural areas in Mongolia.

### **What does the role involve?**

- Raising awareness of the need for marketing.
- Providing expert marketing advice to textile manufacturers at the Cashmere Studio in Ulaanbaatar.
- Teaching local communities the principles of how markets works and the benefits of working collaboratively.

### **What skills, experience and personal qualities are needed for the role?**

You'll be educated to degree level in Marketing. You'll need experience of value-chain development and of working in rural developments. It is essential that you are a good communicator and have the ability to motivate and train your colleagues. Self-motivation and discipline are extremely important, as are a willingness to live and work in a remote and rustic location.

### **And the rest...**

You'll be based in the Capital Ulaanbaatar, where you'll be provided with an apartment in one of the many blocks in the city. You'll find the contrast between the city and the surrounding landscape astounding. In Ulaanbaatar you'll find everything you need in terms of activities, food or shopping. The Narantuul Market (often called the black market) is a large popular market in Ulaanbaatar where you can find, and bargain for, a great variety of household goods, clothes, carpets, food, furniture, jewellery, artifacts and animals. By contrast, the rural areas often have very scarce resources and when traveling the country you'll do well to bring anything you need with you.

We'll ask you to commit to 12 months to make a long-term contribution tackling poverty. In return, we'll provide you with invaluable training before your placement, a local salary, return flights, accommodation and insurance. When you return to your home country, we'll help you to resettle and we'll invite you to stay involved with us through campaigning, development awareness raising and fundraising.