



EU Aid Volunteers Support Humanitarian Action for Resilience and Empowerment

## Senior EU Aid Volunteer - Strategic communications in Bolivia

Senior

– 1 positions

### Deployment dates:

01/03/2021 - 30/12/2021

Latin America And Caribbean

South America

Bolivia

### Lead organisation:



ASPEM

### Closing date:

23/10/2020

The EU Aid Volunteers is an initiative of the European Union. It brings together volunteers and organisations from different countries, providing practical support to humanitarian aid projects and contributing to strengthening the local capacity and resilience of disaster-affected communities. Participants in the EU Aid Volunteers initiative must be over 18 years of age and be a citizen of an EU Member State or a long-term resident in the EU.

### DESCRIPTION

Centro de Promoción de la Mujer Gregoria Apaza - CPMGA - is a civil non-profit organization engaged in processes to foster the recognition, enforceability, enjoyment, and exercise of women's rights.

The volunteers will be part of Gregoria Apaza's operational programs where the following actions are carried out:

#### **Prevention and enforcement for a life free of violence:**

Training of community agents in the prevention of domestic violence and support of primary orientation against violence.

Legal and psychological care for women experiencing physical violence, sexual violence and femicide.

Care for young women who suffer violence in their relationship.

Training for brigade members in nonviolent engagements, sexual and reproductive rights.

Informative workshops on women's rights.

#### **Strengthening of capacities for women's political and social**

**participation:**

Training school in politics and leadership for women and youth.

Counselling to the management and political participation of women at a regional and municipal level.

Strengthening of the participation of women in social organizations.

Strengthening of the organizations for the scheduling of gender issues and the exercise of control and social surveillance .

Social control observation in the municipality of El Alto.

**Strengthening of productive and labor capacities of women:**

Comprehensive technical training for job placement and generation of self entrepreneurship.

Legal labor counselling for working women.

Comprehensive business counselling for women producers.

Support for participation in spaces of commercialization of handcrafts.

Child Care Center for children of women who assist our services.

**Radio Pachamama:**

Diffusion of an alternative communication which informs, shapes, disagrees, and transforms seeking for an equal society.

Production of microprograms, spots and radio soap operas.

Pachamama Radio's broadcast over the Internet to reach the country and the world from El Alto. The volunteer will support the organisation in developing its capacity to communicate its activities.

**Operational details & security context:**

CPMGA is located in the municipality of El Alto, in the fourth section of the Murillo Province of the department of La Paz / Bolivia. El Alto is divided into 14 municipal districts. Ten of them are urban (districts 1 to 8, 12 and 14) and four are rural (9, 10, 11, 13) and have a total population of 848,452 inhabitants of which 439,468 are women, corresponding to 52% of the population.

El Alto is considered one of the municipalities with high risks of insecurity, when registering assaults, the existence of youth gangs, disappearances, rapes, murders, domestic violence, lack of road safety, lack of public lighting, unsafe public transport with traffic, lack of police security in the districts, permanent neighborhood and social mobilizations, climate change, insufficient location information of zones, streets and numbering.

Being a body that guarantees rights, CPMGA prioritizes institutional security management in the framework of its policies in order to protect its maximum capital, which is human lives (personnel, volunteers, interns and consultants). CPMGA is aware that the volunteers carry out activities in different environments and, therefore, it is essential that they are familiar with the security conditions of the place to stay safe and minimize any risks, so that this will increase their ability to provide humanitarian assistance at all times.

CPMGA safety management plan for the treatment of volunteers considers risk awareness, prevention, reduction, response preparation and recovery strategies in risk situations, whose objective is to inform volunteer personnel of the specific rules and procedures and personal safety outside of labor actions. In other words, this plan addresses the usual situations that volunteers usually face during their work, for example, road accidents, violence in the public sphere (mobilizations), common crimes (thefts and robberies), as well as health problems for which the measures to be taken before, during and after a disaster are described.

To ensure safety, volunteers will be accommodated in La Paz.

The COVID-19 pandemic has affected all countries in the world, including Bolivia. According to Bolivia's Ministry of Health daily report, at the time of writing (20/09/2020) the total number of positive cases is 130,676; the recovered cases 89,617 and the deaths 7,617. The daily increase of positive cases is 206. The departments of Santa Cruz, La Paz and Cochabamba are those reporting the highest number of positive cases. However La Paz is the city with the best medical response, as the department has 3 hospitals of 3rd level, 10 hospitals of 2nd level, which are treating cases of COVID-19, as well as 10 private clinics that are performing this care.

## TASKS

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Strategic communication support

Generation of content about the work of CPMGA addressing its three strategic lines: prevention of violence, economic autonomy and citizen management.

Preparation and implementation of a Strategic Communication Plan of the CPMGA and Radio Pachamama.

Preparation of press releases for institutional events.

Management of institutional social networks.

Review and adjustment of CPMGA communication materials.

Communicational actions for the institutional positioning.

Accompaniment, feedback and monitoring of the development of radio programs.

Support to the implementation of the graphic line for the development of communication actions.

Organization of mobilization actions on emblematic dates and others that are conjuncturally necessary.

### **Apprenticeship:**

N/A

### **Required competences:**

#### **Technical skills:**

- Spanish language proficiency: spoken and written.

- Good Speech level.
- Management of gender, rights and intercultural approach.
- Management of social networks and ICT.
- Development of content: digital, written, visual and audiovisual.
- Excellent writing and good systematization capacity.
- Website management.
- Graphic design.
- Digital photography.

### **Interpersonal skills:**

- Listening ability.
- Interrelation capacity.
- Work affinity with the feminist approach.
- Good interaction with the population.
- Commitment and responsibility with diverse populations.
- Tolerance capacity.
- Proactive.
- Teamwork capacity: solidarity, respect, reciprocity, etc.
- Resilience capacity to change.

## SELECTION CRITERIA

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**Applications are made directly within the sending organisation, please check out the how to apply section.**

### **Eligibility and exception criteria:**

The candidate for EU Aid Volunteers must be a citizen of the EU or a third country national who is a long-term resident in an EU Member State, and must have a minimum age of 18 years.

No candidate will be discriminated according to his or her race, religion, gender or financial status during the selection.

### **Minimum Requirements:**

Degree in communications or similar field;

Previous working experience in a related field;

Specialization or experience in media production (audio, video, writing of different products);

Experience in developing radio programmes;

Experience in managing social networks and ICT;

Fluent in Spanish (both written and spoken);

Good knowledge of English;

Social sensitivity and empathy;

Capacity to cope with altitude (the city of El Alto is more than 4,000 meters above sea level).

## CONDITION OF SERVICE

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### **Learning Opportunities:**

Knowledge of the dynamics of El Alto and its social organizations.  
Strengthening in the gender approach and rights addressing of cases by considering interculturality.

Knowledge about depatriarcalization and decolonization.

Knowledge of Bolivian national legislation.

Articulated work with a strategic population to influence the social networks.

Promote social media campaigns for the prevention of gender violence.

Strategic communication implementation.

### **Working and Living Conditions:**

Working hours at CPMGA are from 9:00 a.m. to 5:00 p.m., exceptionally weekend work or activities outside the established hours are carried out, specifically in the training of public servants, community promoters and brigade members, public events. This situation is notified in advance so the volunteer can organize their time and the safety of their transfer will be arranged.

CPMGA will provide volunteers with the resources needed for their work (desk and the necessary equipment).

The volunteer will also participate in all institutional activities that promote the strengthening of technical teams.

CPMGA has an adequate dining room and kitchen so that the volunteers can take their snack and share with the technical team.

Due to the COVID 19 health crisis, the teleworking modality has been implemented and the necessary biosecurity materials are provided as well as an action protocol for face-to-face office work.

The volunteer will live in Sopocachi residential area, where secure accommodation will be provided. Rent, basic furniture and services (water, electricity, gas and internet) will be covered by the project.

The programme covers the following costs:

- Pre-departure training with the European Commission: transport, food and accommodation
- Pre-departure training with the sending organisation: transport, food and accommodation
- International return travel to the deployment country
- Local transport between project sites
- Insurance during the duration of the project
- Accommodation.
- Vaccines and medical check-ups
- Visa
- Monthly allowance: 457,36 euros
- Reintegration allowance: 100 euros per months of service to be paid upon return

Meals and personal transportation are the responsibility of the volunteer.

All residential sessions will be conducted respecting the current norms to

prevent the spread of COVID 19 (physical distancing, use of face masks, hygiene measures, etc). Measures will be updated regularly and volunteers will be informed before the training about specific restrictions.

## SELECTION PROCESS

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### **Shortlisting and Interviews:**

Candidates shall send the following documents to [volontari@aspem.org](mailto:volontari@aspem.org) by October 23, 2020:

- application form in Spanish
- self-assessment questionnaire in Spanish
- CV Europass with photo in Spanish

Shortlisting and interviews will be carried out between October and November 2020.

### **Interview Process:**

Only shortlisted candidates will be notified and invited for an on-line interview. Interviews will be held in Spanish with representatives from the sending and hosting organisations.

Suitable candidates will be proposed for the preliminary EU Aid Volunteers training (online and in-presence sessions, which are part of the selection process).

Please note that multiple candidates are preselected for a single position and proposed for the EU Aid Volunteers training. This is to ensure that, for each position, substitute volunteers may be chosen to replace the candidate in case he or she resigns or is no longer available. The final selection takes place after all preselected candidates complete the training.

### **Expected date decision on outcome:**

15/12/2020

## TIMETABLE

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### **Date of training:**

November-December 2020 (TbC due to COVID 19 restrictions. Please note that there may be limited availability of training in Spanish and volunteer may need to attend English sessions. Knowledge of English is therefore recommended)

### **Apprenticeship Placement:**

N/A

### **Pre-deployment preparation and induction:**

December 2020-January 2021 (TbC due to COVID 19 restrictions)

### **Deployment:**

March-December 2021 (TbC due to COVID 19 restrictions)

### **Post-deployment activities:**

December 2021 (Online)

**Sectors:**

- Gender
- Protection

**Source URL:**

[https://webgate.ec.europa.eu/echo/eu-aid-volunteers\\_en/senior-eu-aid-volunteer-strategic-communications-bolivia\\_en](https://webgate.ec.europa.eu/echo/eu-aid-volunteers_en/senior-eu-aid-volunteer-strategic-communications-bolivia_en)