



TERM OF REFERENCE

Branding, digital marketing and running e-commerce intern

I. Background

Center for Development and Integration (CDI) is conducting the Inclusive Growth Programme under the grant of Irish Aid (2020-2021) which aims to develop VietFarm standards for small producers in Viet Nam and promote market links for producers. With partially support from this project, CDI conducts a market link initiative on VietFarm to Table Network starting November 2020.

CDI calls for 2 interns to support CDI to conduct branding, digital marketing and running e-commerce for VietFarm to Table Network.

II. Scope of work

- Support to run VF2TN E-Commerce system: Maintain markets through B2C platformed used for VietFarm to Table.
- Assist in branding for Vietfarm label/standard, including but not limit to launching of the label/standard; the application of this label/standard on all products of promotion of this label/standard through Vietnam's business community in general; agriculture sector in particular;
- Assist in digital marketing for current and future Vietfarm's products, including but not limit to sales channel development; including project VietFarm to Table network.
- Other work required by VF2TN Project Lead or VietFarm program

III. Skill

- Major in social sciences, agriculture, economics or a related field
- Commitment and inspiration to work in development areas
- Strong communication, organization and interpersonal skill
- Fluency in English is an advantage.

IV. Term: 5 months, starting 01 December 2020.

V. Contact

Center for Development and Integration (CDI)

Office: Floor 16th, 169 Nguyen Ngoc Vu, Yen Hoa Ward, Cau Giay District, Ha Noi

Email: info@cdivietnam.org | www.vietfarm.org.vn | www.cdivietnam.org

Phone number: 0243 538 0100