

Internship Opportunity

VietFarm is Vietnam’s “homegrown” agricultural certification and labeling program. Its high standards ensure that food production and food products bearing the VietFarm label protect the environment, provide for fair and just livelihood for producers, and the best possible quality for consumers. The program is just over one year old and is preparing to launch into the global market. The program is currently sponsored by the Center for Development and Integration, but it will soon be spun off into three independent entities with distinct roles and responsibilities. (Key-Log Economics - Vietnam (KLE-VN) is assisting CDI with this process.) During this exciting and critical time, these partners seek the assistance of two or three motivated, creative, and skilled individuals to support key organizational development, marketing, communications, and analytical efforts. The partners also wish to provide a learning experience that helps to fulfill their organizational goals for building the capacity of young scholars to achieve societal changes that are sustainable, just, and economically beneficial.

We envision two positions with partially overlapping responsibilities and skills. Namely:

Internship 1: Supporting market connections “from farm to table”. (6-12 months)

- Conduct and report on market research focused on European and North American markets, and help principals use this information for strategic recruitment of new producers into the VietFarm system.
- Build out membership and marketing database — a CRMS — encompassing all links in the potential value chain for VietFarm-labeled agricultural products. Subtasks could include: testing platforms/systems; advising principals regarding which system to use; converting existing spreadsheet-based data to the system; and creating instructional or training material for users.
- Develop marketing materials for target audiences (growers, processors, traders, buyers, and end users).
- Help organize and execute the “VietFarm Award” process, including nominations, selection, logistics for the award ceremony, media outreach, and others.
- Other tasks depending on the chosen candidate’s experience and interests, such as
 - use GIS software to develop maps of the VietFarm value chain,
 - maintain regular communications with VietFarm members, stakeholders, and interested parties, and
 - provide administrative, translation, and other support for the transition of VietFarm from its status as part of CDI’s inclusive growth program to the central mission of separate entities.

Internship 2: Preparing VietFarm for global recognition and influence. (3-6 months)

- Support the VietFarm Alliance and VietFarm Services (two of the new entities) in attaining recognition by national and international standards organizations.
- Finalize translation (English-Vietnamese and Vietnamese-English) of standards, manuals, audit tools, and others. This may include the development of online tools to help would-be VietFarm-ers determine what type of certification to pursue and whether they are ready to pursue it and others to help the overall VietFarm monitor its reach and impact.
- Support Greenfair Trade (the third entity) in developing and/or strengthening marketing and merchandising efforts to increase awareness of the VietFarm brand, and to boost sales as more VietFarm-labeled products come online.
- Other tasks depending on the chosen candidate’s experience and interests, such as
 - build the partners’ internal knowledge base (e.g., through literature review and synthesis) regarding the effects of agricultural certification and labeling programs in general and in the region.
 - Update/upgrade VietFarm-affiliated websites so that the information syncs with the system’s new form and stage of development, and

- support marketing, communications, and business planning efforts of the new entities and partners as they relate to the program.

We expect that there will be some overlap in these responsibilities, but also a great deal of collaboration between them. Moreover, both interns will be joining the CDI-VietFarm-KLE-VN team and have the chance to see how NGOs, Social Enterprises, and for-profit companies work together to achieve social benefit. Principals and managers of the partner organizations will supervise the interns and provide mentoring. Domestic travel will provide opportunities to see and better understand the VietFarm value chain and to see how the system supports sustainable livelihoods in Vietnam.

Further Details

- Either internship can be part-time, but each requires a minimum engagement of 16 hours per week.
- The primary workplace will be in CDI's offices at 169 Nguyễn Ngọc Vũ, Cầu Giấy, Hà Nội, with some off-site work will be required, with occasional telecommuting also possible.
- Each internship comes with a monthly allowance or stipend (amount TBD)
- In addition to the stipend, benefits include learning and mentoring opportunities through conferences, seminars, participation in the week-to-week operations of the partners' organizations.
- Interns will be supervised jointly by Dr. Ngô Hường, Ph.D. (CDI), and Dr. Spencer Phillips, Ph.D. (KLE-VN).

Key Qualifications

- Passion to see people and communities in Vietnam pursue sustainability and justice in the course of its economic development and an interest in learning more about the role of agriculture in such a future;
- Completed or nearly completed undergraduate course of study in economics, natural resources (including agriculture or forestry), geography, environmental science/studies or another discipline you convince us has prepared you to contribute to the VietFarm program through the internship;
- Excellent writing in Vietnamese and/or English and the ability to communicate well in the other language;
- Strong computer skills (Google/MS word processing, spreadsheets, slides are a must. Web authoring, Python, R, QGIS, Google Forms are a plus.)
- Demonstrated ability to complete tasks independently and to work well in a small team.

To apply, please attach your CV and a cover letter outlining your interest and qualifications for one of these internships to spencer@keylogeconomics-vn.org. If you have a preference for one internship over the other, please be sure your cover letter indicates that preference. You do not need to write a lengthy email. Just write a good cover letter, attach it and the CV to the email, and you'll be good to go. Also note that we will contact only those candidates whom we would like to interview.