

Project title	Rural tourism – a sure step towards boosting the cross-border cooperation between districts of Soroca (Republic of Moldova) and Yampil (Ukraine, Vinnytsya Oblast)
Organisation	Institute for Development and Social Initiatives (IDIS) “Viitorul”

Job description

Job Name	Expert in marketing
Job Level	Expertise
Main purpose	To provide the support and expertise necessary to organize the activities, achieve the results and develop the outputs provided by the project objectives. To prepare marketing interventions specifically for the tourism products for tourism service providers and local authorities.
Specific conditions for the job	<ul style="list-style-type: none"> • Activity outside the locality of residence (frequent trips in Soroca, Republic of Moldova and Yampil, Ukraine). Transportation costs will be covered by the project. • Activity in public spaces, with a large and heterogeneous audience. • Part-time employment
Studies required for the job	Higher education in economics, geography or other related fields.
Training	Minimum one specialized training in the last five years certified
Computer skills	Basic Digital Skills. Knowledge of applications in Microsoft Office: Word, PowerPoint, Excel.
Languages	Very good command of Romanian and Russian (spoken and written). Knowledge of English will constitute an advantage
Working experience	Minimum three years of activity in similar projects. Participating in international projects will be considered an advantage.
Skills required	Organizational skills, punctuality, teamwork skills, result oriented.
Specific requirements	Knowledge of the project implementation area Previous experience in collaboration with LPAs Experience in developing documents (development plans, regulations) in the field of tourism Analytical skills in the tourism and marketing research field
Main Responsibilities	<ul style="list-style-type: none"> - Methodological coordination of trainings and study visits - Development of touristic routes

	<ul style="list-style-type: none">- Development of touristic guide- Provide consultancy on issues related to marketing- Collection and analyzing of information regarding the touristic potential of localities from Soroca district and Iampil (Vinnitsya region, Ukraine)- Provide consultancy in the establishment and functioning of the Joint Moldovan-Ukrainian Association of rural tourism service providers from Soroca (Moldova) and Yampil (Ukraine)- Provide consultancy in developing policy at district level regarding development of rural tourism (development of action plan)- Perform other duties delegated in accordance with the position
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