



**FutaFriends**

<http://www.futafriends.org>

**“TOURISM AND DEVELOPMENT OFFICER”**

Terms of Reference and Background Information

FutaFriends  
Pilota Carmona 745  
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Chile, South America

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Website: [www.futafriends.org](http://www.futafriends.org)

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## **Background of Organization**

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**Based in Colorado**, FutaFriends was incorporated in 1999 as a 501(c)(3) non-profit private organization to defend the Futaleufu Valley from unsustainable development projects. In the mid 1990's Endesa, a Spanish-owned power company, secured all the water rights to the Futaleufu River precluding the rights of the local people. A group of local community members, whitewater enthusiasts, and conservationists attempted to stop such abuse by funding legal advisors to act on behalf of the local municipal government. Ultimately, Endesa prevailed and the community lost control of their river. This defeat inspired the birth of FutaFriends, formerly known as FutaFund.

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## **Background of Role**

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FutaFriends promotes sustainable tourism ventures in the Futaleufu Valley that integrate outdoor tourism activities with conservation practices. The Chilean government is promoting a development strategy for the Patagonia region that is based on natural resource extraction and environmentally degrading activities. FutaFriends works to establish sustainable tourism as the main industry for the region, establishing a pilot demonstration in the Futaleufu River Valley to be replicated in other areas in Patagonia.

The TDO will be based out of both the SERNATUR office (Government Tourism Agency) and the FutaFriends office in Futaleufu, Lakes Region of Chile, working to establish and implement an action strategy to further promote tourism in Chile and abroad, working with local outfitters, small businesses, international operators and government agencies to effectively present Futaleufu as the outdoor capital of Chile. The TDO will also assist the FutaFriends Executive Director in the development of our expanding portfolio of conservation and community development projects, while also strengthening FutaFriends tourism promotion activities. The successful candidate will be supporting FutaFriends through project development and fundraising, as well as information management and organizational communication, focused on the tourism promotion of Futaleufu.

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## **Description of Volunteer Position**

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**POSITION:** Tourism Development Officer

**LOCATION:** Futaleufu, Lakes Region, Chile.

**RESPONSIBLE TO:** FutaFriends Executive Director

### **GENERAL RESPONSIBILITIES:**

To assist the FutaFriends Executive Director in the development and communication of our expanding portfolio of conservation and tourism projects.

### **DEVELOPMENT DUTIES:**

1. To develop a national and international tourism promotion plan for the Futaleufu River Valley.

2. To work with SERNATUR Officer in promoting Futaleufu as a tourism destination.
3. To work with community members and SERNATUR Officer, connecting government tourism development opportunities with local entrepreneurs.
4. To support FutaFriends staff in scoping and developing project concepts and ideas in line with FutaFriends strategic plan and local circumstances.
5. To assist with writing and editing of fundraising proposals, internal and donor reports and other documents.
6. To assist in the maintenance of an effective information management and storage system for FutaFriends.
7. To provide support to project activities in line with aptitude and experience.
8. To assist with monitoring, assessment and mentoring of project in line with experience.
9. To help maintain internal and external relationships, by liaising with relevant individuals from organizations operational in the region.

**COMMUNICATION DUTIES:**

10. To assist in the effective communication of the program to internal and external audiences.
11. To develop and implement a communication strategy for FutaFriends based on the strategic plan.

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**Terms and Conditions**

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<b>Start Date:</b>	June 15 <sup>th</sup> 2009 or as soon as possible thereafter
<b>Duration:</b>	Minimum 6-month fixed term
<b>Location:</b>	Futaleufu, Lakes Region, Chile
<b>Hours of Work:</b>	This is a full-time position, working normal office hours.
<b>Annual leave:</b>	Equivalent of 20 days annual holiday plus national holidays.
<b>Benefits:</b>	\$500 US Dollars per month with housing support Salary increase dependent on positive grant submissions.

**PERSONAL SPECIFICATION:**

The successful applicant should have the following:

- Strong interest and experience in natural resource management and sustainable tourism development;

- Native English Speaker
- Advanced Level of Spanish
- Excellent communication skills and a meticulous attention to detail;
- Motivation and enthusiasm to work under own initiative;
- A strong entrepreneurial streak;
- An ability to think strategically;
- Common sense and flexibility;
- Fundraising experience;
- A minimum BSc or equivalent in a relevant subject area (e.g. biology, environmental sciences, development or communications);

## **APPLICATION PROCESS**

Applications consisting of a cover letter, CV (different from resume) and contact details of two references sent or emailed to:

Alan Grundy

Email: [contact@futafriends.org](mailto:contact@futafriends.org)

Please mark your application 'Tourism Development Officer'.

Closing date for applications: **May 20<sup>th</sup> 2009.**