



A Kinyei Project
Collaborate for Change

Volunteer Opportunity- Business development for Soksabike Tours Battambang

Soksabike is a social enterprise committed to providing educational bicycle tours that offer insight into traditional livelihoods of the Cambodian countryside. Emphasis is placed on ensuring that tourist activity makes a positive impact on the local community. This position is for a business development intern to work with the Khmer team to expand and improve Soksabike's offerings in accordance with its social mission. This internship would also work closely with Soksabike's mentor organisation, Kinyei.

Position Objectives

- To mentor and develop the capacity of the local Soksabike Business Development Manager and team in the creation of new tour products and streamlining the processes for Soksabike's existing tour.
- To coordinate a market analysis in regards to the socially responsible tourism industry in Battambang, identify growing trends and work with the team to determine Soksabike's actual and ideal position in the marketplace.
- To develop strategic goals and long term vision for Soksabike as a responsible tourism operator in Cambodia.

Position Summary

We are looking for an energetic intern with a background in sustainable tourism and / or tourism business development. We would like you to come and join our diverse and dynamic team for a period of 3-6 months in our office in Battambang, Cambodia. While we would love to hear from anyone who could start as soon as possible, our start dates are flexible.

Tasks and Responsibilities

- Mentor local business development manager through the development of a 12 month



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and 3 year strategic business development plan outlining key recommendations
regarding



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- product/tour development (potentially multi-day tours)
- strategic marketing (incl. market segmentation and positioning)
- building strategic relationships with businesses and tour agencies in Battambang, Siem Reap and Phnom Penh for cross promotion
- Design and conduct an exploration of financial models that fit our social agenda
- Work closely with local management to create a comprehensive quality assurance process for Soksabike's product offerings, identify existing areas for improvement and develop programs to achieve quality assurance goals (both team and tour).
- Liaise with and advise Kinyei facilitators on the identification of critical areas for improvement of existing product offerings.
- Liaise with and advise Kinyei facilitators on ways to integrate Soksabike's social mission with its financial viability.

You will also have the opportunity to work with a growing number of local social enterprises that collaborate with Soksabike and Kinyei, to identify strategic areas of growth for them on an individual basis.

Applicant Attributes

1. Background in tourism and/or small business, preferably with an awareness of sustainable or socially responsible enterprise.
2. Experience working in a cross-cultural or multi-lingual setting.
3. An understanding of principles of business development, sustainable tourism, customer service.
4. Desire to mentor a talented, eager-to-learn team.
5. Able to innovate and take initiative in a foreign and sometimes challenging environment.
6. Comfortable working with non-English speakers and willing to pick up some basic Khmer on the job (some lessons can be arranged).
7. A passion for cycling or bike tours, good sense of humor and resistance to heat are all advantages.

Reporting:

You will report to Kinyei project facilitators, and undertake work in consultation with the local Soksabike team.



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Hours and duration of placement:

- This internship position would ideally be a 3 month full time placement but we can discuss your situation on an individual basis.
- Work hours will be flexible. Some weekend work will be necessary.

Terms of Internship

Soksabike will provide a comprehensive orientation and local support leading up to and throughout the placement.

It is important to note that this is an unpaid internship opportunity and we encourage you strongly to think about why you want this experience with Soksabike.

Depending on your individual situation, the Soksabike project may offer very basic financial assistance (transport, phone, visas) but the candidate is expected to cover the cost of his or her travel to and from Cambodia, insurance and living costs whilst in Cambodia (none of our non-Khmer team members currently draw a wage).

You can learn more about Soksabike at www.soksabike.com

Interested applicants may submit their CV and Cover Letter to alex@kinyei.org.