

# **KALAHARI CONSERVATION SOCIETY (KCS)**

## **Communications and Marketing Expert**

This is a high position within the Society geared towards recruiting an experienced international volunteer /development worker for a period of 2-3 years. The post is warranted to address the KCS communications and marketing issues that have been compounded by the current donor fatigue in Botswana due to the country's classification as a middle income country. Therefore KCS has to diversify its strategies in the public relations front to adequately service its members.

### **Purposes:**

- To coordinate the KCS Public relations activities
- To develop and implement a four years communications and marketing plan for KCS
- To advise KCS on general outreach activities.

### **Major tasks:**

1. Promotes KCS conservation policy and public image in Botswana by developing and implementing promotional strategies and marketing plans.
2. Use creativity on conservation issues/promotions to ensure the society and conservation is well portrayed both nationally and internationally.
3. Produce the quarterly newsletter and other promotional material, brochures etc.
4. Coordinating, production and marketing of all promotional material.
5. Commissions the production of KCS promotional items.
6. Arranges all public fundraising events within Botswana
7. Assists, in conjunction with other staff, the production of visual material
8. Advises Society on media relations, including preparation and release of press statements
9. Organize the marketing of the Society's promotional items.
10. Operate a computerized database for membership and stocks of promotional items.

### **The Communications and Public Relations Expert's profile**

- Good communication and interpersonal skills
- Needs to be able to work both independently and in a team
- Must be able to motivate others
- Good command of written and spoken English
- Degree or equivalent in communications, marketing, business etc
- Passionate on environmental conservation
- Experience in working overseas, preferably in a developing country
- Self-confident and safe in negotiations

- Good computing skills- prjlop
- Driving license

The volunteer/development worker should be over 35 years of age and willing to face a challenge. S/he is expected to have had experience of at least five years in comparable posts, preferably two years in an NGO atmosphere. If s/he has worked with multi-cultural personnel and donor agencies in the implementation of programmes, it is an added bonus. The post can be very rewarding if the development worker has a positive attitude and an ability to be patient and to try new approaches to problem solving. The development worker should not view the Job Description as being “cast in stone” and should be flexible to respond to changing needs.

Proficiency in the English language is absolutely essential: in Botswana, the level of English spoken in government and NGOs is high and effective written and verbal communication is essential. This is not only vital during project proposals but also in day-to-day work.

Apart from the above, the development worker should be practically inclined, be able to “think on her / his feet”, have initiative, be able to improvise, be self-driven, open and communicative, patient yet decisive and tolerant to frustration. Further s/he should be sensitive to the wishes of individuals or certain strata of society, be gender sensitive and open for new ideas. In general, the development worker should be sure of him / herself, be able to work both alone and in a team, and be able to speak in large gatherings. There is no preference for either a male or a female candidate.

### **Anticipated beneficiaries**

Some anticipated benefits are:

- The KCS image would be enhanced and attract more members and interest donors.
- The organisation KCS as a national NGO will develop further by focusing on outreach issues with specialisation. This will enable KCS to enhance its reputation as a competent partner in environmental issues.
- The officer will associate with the conservation top brass in Botswana and develop further his/ her knowledge in conservation.
- The Society would bolster its business acumen to keep up with development trends
- The officer will have a chance to travel across Botswana and see some of the best protected conservation areas in the world.

### **Workplace at KCS**

The development worker’s workplace is Gaborone. This does include travel on occasions, some being field trips. Within the KCS office, the usual office amenities such as telephone, fax and email facilities are available. KCS views teamwork as an integral

element of the work and regular exchange between KCS staff is considered essential for the success of the programmes.

- As a member of KCS, the development worker will be bound by the General Conditions of Service. The KCS General Conditions of Service are periodically reviewed and where changes are made, these are suitably explained to the employees.
- Normal hours of business are from 8 a.m. until 4.45 pm with a break for lunch from 12.45 pm until 2 pm. The office is located at the centre of town, Plot 398, Extension 4. Like any other KCS employee the development worker might be required to work beyond these hours as per the needs of the Society, e.g. fundraising occasions and workshops. There is no overtime paid.
- The Officer will be required to observe the strictest standards of ethics and confidentiality relating to the affairs of the Society.
- On occasion the Officer may be required to work (or attend training courses and seminars) for short periods of time outside the Gaborone area. In such instances the Society will be responsible for accommodation or will pay a subsistence allowance and will arrange transport in accordance with the General Conditions of Service.
- KCS will provide a vehicle for use during working hours.
- The Officer will be asked to report to the Chief Executive Officer every month on accomplishments and problems encountered in the fulfilment of the job description. The Officer will also report to the KCS Public Relations Committee chairmen by attending the committee meetings held every two months.

### **Financing of the post**

We would expect the Officer to be sponsored by the recruiting agency or the officer undertaking to volunteer his time. Office equipment and its use are covered by KCS; the same applies to the provision of office vehicle, which is not available for private use. KCS provides the development worker with a living allowance and workman's insurance if self sponsored. When travelling, allowances would be given according to KCS internal regulations. KCS will provide no housing.