



## ***Kasanka Trust Ltd.***

P.O. Box 850073 Serenje, Zambia. *Email:* trust@kasanka.com

**Date: 5 August 2009**

### **Marketing and PR specialist - Zambia**

Kasanka Trust is looking for specialist/ student in PR and Marketing to help promote our tourism and conservation/ community development work.

The work includes:

- Developing a marketing/PR strategy
- Developing brochures and posters for the local and international market
- Designing informative wall charts about the Trusts' work
- Approaching travel agencies within Zambia and abroad
- Investigating opportunities to streamline marketing with other Zambian tourism operators
- Setting up the 'Friends of Kasanka' circle
- Updating the Kasanka website
- Writing newsletters and articles for local/ international press
- Any other relevant PR/ marketing initiatives

Kasanka Trust is a charity working in conservation and community development work. It is responsible for the management of Kasanka National Park in Northern Zambia. The park is an important sanctuary for many bird and mammal species and the home of the world's largest known congregation of fruit bats. Another Kasanka speciality is the visible abundance of the rare swamp-dwelling Sitatunga antelope.

Requirements:

- Experience/ knowledge of PR and marketing
- Experience in design/layout of PR materials
- Good people skills
- Fluent in English oral and written
- Self-motivated

We offer an unforgettable working/learnig experience in a beautiful environment and a great team of African and expatriate colleagues. The position is on a voluntary basis for a minimum period of 3 months (preferably longer!), starting as soon as possible.

For further information please visit our website:  
[www.kasanka.com](http://www.kasanka.com) or contact: Cornelia van der Feen,  
[cvanderfeen@gmail.com](mailto:cvanderfeen@gmail.com)