



## Proposal of work placement

### Description of the organization

Voluntary Youth Philanthropists is a youth oriented NGO registered in Kenya. The organization lobbies and mobilizes young people to participate in promoting peace through pro-development leadership at the grassroots' level.

### Context of the placement

VYP works with grassroots organization in Kenya and involve lots of information sharing and gathering which inform most of our work as first hand. The organization utilizes technology to reach youths and women across the country and compile and monitor information shared on the ground. VYP also works closely with regional and international organizations; hence the overwhelming communications of the organizations has promoted the need for a communication's manager.

### Tasks of the intern

The Communication manager will be the voice of the organization. She/he is responsible for writing and assisting in the development and implementation of all communication and public relations; creating and maintaining writing and messaging standards for staff, volunteers and members; and developing materials to be shared with the public. She/he will also cultivate and sustain positive relations with local and regional media and community partners.

### Major responsibilities:

- Develop, review, and enhance content for print, electronic and social media to communicate information to members, volunteers, and partners
- Develop and maintain newsletters, brochures, Web content, report and more
- Develop and implement all public relations strategies

- Track, monitor and evaluate online media communications with the communities
- Build and expand media contacts and raise visibility of organization in the community
- Support marketing and public relations efforts through research and analysis

## Skills needed

- Degree in Communication, Public Relations, Journalism, Web design or related field desired
- Possess expert writing and proofreading skills,
- Highly creative, detail-oriented, accurate, organized, analytical, flexible and able to meet deadlines
- Excellent time management skills with the ability to handle multiple projects simultaneously
- Ability to communicate effectively internally and externally, with peer and executive levels, and with youth and partners
- Ability to work and cooperate on all levels as a team member
- Demonstrate a commitment to recognize and respect the many forms of diversity
- Passion for leadership development in youth and women

## Additional details

Someone interested to learn through action and field visit to understand the Kenyan culture and diversity as a whole.

Please send your CV and covering letter stating your interests and experiences to :

Rachel Kungu :  
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