



WORK EXPERIENCE PLACEMENT PUBLIC RELATIONS FOR A WILDLIFE NON-PROFIT ORGANISATION IN SOUTH AFRICA

ADDITIONAL INFORMATION

South Africa has everything ...

- ◆ Sun, sparkling warm and clear oceans, and the most beautiful golden beaches you will ever see ... stretching for miles.
- ◆ Mountain climbing, biking and hiking
- ◆ The *Garden Route*, world famous and sheer paradise!
- ◆ Outstanding Game Reserves where you can see wild animals in their natural habitat, and by contrast symmetric vineyards stretching to infinity
- ◆ Sharks, whales and dolphins, and the amusing Cape Fur Seals.
- ◆ Elegant restaurants, barbecues and beach parties
- ◆ And FRUIT everywhere!

But most of all, South Africans are the friendliest and most hospitable people in the world - without a doubt! If you're invited to dinner ... don't eat for a week beforehand because you'll be overfed, especially if it's a barbecue. Wine is cheap and good. The salads are to die for.

And - of course - the fruit! From the exotic to the commonplace, it's everywhere.

Make your PR placement Count!!!

USE YOUR MARKETING INITIATIVE & PUBLIC RELATIONS FLAIR TO ASSIST A WORTHY PROJECT IN RAISING THEIR PUBLIC PROFILE

This project will not only offer you the **opportunity to use lots of energy and your own initiative** in terms of public relations, it will also allow you to **make a real contribution** to saving the lives of hundreds of injured and abused wild animals, leaving you with a great sense of achievement and satisfaction. Situated in the beautiful subtropical city of Durban, it's an experience that you'll never, ever forget.

WORK EXPERIENCE

In a world of competition where an army of graduates are lining up for the top jobs, what would set you apart from the crowd and make employees look twice? Education establishments and employees are looking for that little bit extra today... How about spending 1-6 months working as a **Public Relations and Marketing Assistant** at a non-profit organisation in a developing country?

Opening your mind and your horizons by living and working abroad is a huge personal and professional achievement that you will always be proud of. Nothing shows as much motivation, initiative and passion as arranging your own cultural experience abroad and helping an organisation in need raise awareness for a worthy cause!

Not to mention the lifetime of memories and friends you'll make along the way. Many opportunities for work experience are available – and many PR/Marketing work experience placements will see you standing on the sideline watching the professionals do the job, but not here!



We'll make it easy, safe and fun for you! You don't necessarily need any previous qualifications for this project, or any experience. Just loads of energy, enthusiasm, the confidence to use your own initiative and a love of animals.

At this Wildlife Rehabilitation Centre, every hand is a hand that has to help feed the mouths of tiny abandoned baby animals or injured wildlife, helping them on a road to recovery so that they may be released back into their natural environment. As the Centre relies solely on the goodwill of the public for donations, your job is one of the most important ones at the Centre! As all the staff salaries are also funded out of these donations, the centre is not in a position to employ more than one PR officer, although they could easily use three!

It is therefore vitally important that you tackle this placement with confidence and initiative as you will have a once in a lifetime opportunity to apply yourself in an environment that really needs you! You can assist with the daily PR duties and events scheduled during your time on the placement, but you can also start liaising with the staff and trustees prior to your trip and plan your own unique event or campaign to assist in raising the projects profile and help secure additional funding.



PR Officer pictured with an orphaned baby buck

ABOUT THE CENTRE

The **centre for rehabilitation of wildlife** is situated KwaZulu-Natal. It is a wildlife hospital that cares for the injured and orphaned wild animals and birds and the only centre of its kind in the Province.

VISION: To be an independent, pioneering force in the protection and rehabilitation of orphaned and injured wildlife, while promoting the preservation of their natural habitat.

MISSION STATEMENT: The centre is committed to the rescue, rehabilitation and release of orphaned and injured wildlife, and believes in action and education with regard to the protection of all natural resources



The centre has a few depots in and around the Province and is considered to be one of the leading rehabilitation Centres in South Africa. The centre is committed to conservation and strives to return all rescued and rehabilitated wildlife to their natural habitat. Any wild animal, (not domestic or agricultural), that has been injured, rescued or abandoned, is admitted free of charge. Almost 90% of animals admitted to the centre, have sustained injuries due to human negligence. These animals are tended to by staff and volunteers whose love, care and dedication is unconditional, around the clock.

It takes time and dedication; and a lot of donor funding, to rehabilitate these animals and to prepare them to be re-introduced in their natural environment. Some animals' injuries are so severe that they cannot be rehabilitated and therefore become permanent residents at the centre.

As the Centre is a non-profit organisation with no financial aid from the government or any large concern, they are solely reliant on our fundraising initiatives and the generosity and goodwill of the public. As the running costs are approximately £ 11 000 or more a month, there is very little funding that can be applied to appointing full time staff. **The active volunteer programme is the lifeblood of this organisation**, especially during the spring and summer months when lots of orphan baby animals are brought to the centre for care.

ABOUT YOUR WORK

You will work alongside the young and vibrant PR Officer at the centre, assisting her with her daily work and providing, exchanging ideas and assisting with a large variety of tasks that deal with the donor community, public and press.

A dictionary definition of Public Relations is:

1. *(used with a sing. verb)* The art or science of establishing and promoting a favourable relationship with the public.
2. *(used with a pl. verb)* The methods and activities employed to establish and promote a favourable relationship with the public.



3. *(used with a sing. or pl. verb)* The degree of success obtained in achieving a favourable relationship with the public.

This, in a nutshell, is what you will be involved in on your placement! The PR Officer is very keen to work alongside people who can bring new enthusiasm and new kinds of ideas to her extensive but satisfying role.

The PR Officers work is mostly centred on securing resources; (financial donations as well as equipment and services); that will help run the Centre sustainably. There is also a lot of work involved in the planning and hosting of lots of promotional events and fundraisers, managing the donor database, approaching corporate for assistance, liaising with the media and coming up with new ways to promote a favourable relationship with the public. The Centre also prepares a monthly newsletter and feeds press releases to the media, so strong writing skills and computer design skills will be a fantastic advantage!



The PR Officer also drives a very strong public awareness and education campaign. There is an environmental education centre which hosts visiting school groups, children are taken on a tour of the facility and get the opportunity to interact and play games, watch a video and learn about caring for animals and the environment. This educational initiative has also led to a series of episodes filmed at the Centre screened recently on Animal Planet. Talks and presentations are also given at local schools and at corporate companies. An open day once a month for public visitors.

In essence, your placement will cover exposure to some or all of the following areas, depending on the Centre's needs at the time of your placement:

- Raising the profile of the Organisation and associating a “Brand” with it
- Donor relations
- Corporate PR relations
- General PR
- Fundraising campaigns
- Media Relations
- Design and copy writing for marketing collateral and educational materials
- Event Planning & Management
- Hosting of special events such as golf days, theatre shows, fairs, etc



You are encouraged to develop campaign ideas and interact with the PR officer via email before leaving the UK for this project. That way you can prepare some ideas and come out ready to hit the ground running. All the staff at the Centre speak English and all events, campaigns and collateral are done in English so you will experience no language barrier – in fact – good writing and public speaking skills will make you a valuable asset! Any experience in “edutainment” – entertainment bringing home an educational message - will also be to your advantage. A typical day starts at 8am until 5pm with a lunch break. You must be flexible and prepared to work odd hours and some weekends – as with any job requiring PR! There will be occasions when an event or function is held outside your usual working hours, and you will be expected to attend these as well.

Also ensure that you have both casual and smart clothes packed, as you will be representing the Centre as well as yourself and with PR, the image one portrays is very important. And you never know who you will be networking with!

ACCOMMODATION

We have 2 types of accommodation –

We have a fully furnished volunteer house that accommodates up to 10 volunteers at a time. There are four bedrooms and two bathrooms. Volunteers share rooms. The house is within the security of the sanctuary and surrounded by an electric fence.

For couples or groups of volunteers who would like some extra privacy, we have a log cabin situated next to the main volunteer house, nestled under huge indigenous thorn and fig trees. It comfortably sleeps 4 volunteers in two bedrooms and has a veranda, small kitchenette and sitting room. Ablutions consist of a shower, toilet and hand basin. Meals will still be cooked with the rest of the volunteers in the main house. Allocation to this accommodation will be made at the discretion of the Project.

Sufficient food is purchased for the house on a weekly basis to provide 3 meals per day. Volunteers advise Mabel, the volunteer coordinator, of any special requirements i.e. vegetarian, and these are met within reason. Volunteers cook their own meals out of the food provided. In addition to the stove in the house, there is also a braai (barbeque) area to cook outdoor meals.



THE NEXT STEP

If you would like to join us on one of our exciting projects then please fill in either an online application form at our website (www.travellersworldwide.com) or one that is attached to our brochure. Once you have booked and confirmed your place we will send you detailed pack information regarding your placement and country.

I do hope you join us and please do call or email if you have any questions at all about this or any of our other projects – 01903 502595 or email info@travellersworldwide.com

If you would like to know more about Travellers in general, or about any of our other projects we run in over 18 countries worldwide, please visit our website at www.travellersworldwide.com

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