

# NKOSI'S HAVEN

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**Number of Placements:** 1

**Placement Site:** Johannesburg, South Africa

**URL:** <http://www.nkosishaven.org/>

## **Field/Subject Area:**

Open to all York students who meet the eligibility criteria

## **Position Description:**

The Marketing Officer will ensure that the growth objectives of Nkosi's Haven village, haven and farm are met through the development and execution of an effective marketing strategy for specific projects undertaken, as well as the village on the whole to prospective funders, and the surrounding community.

A contact grid and methodology needs to be developed and implemented.

## **Specific tasks will include:**

- Managing and coordinating all marketing, advertising and promotional staff and activities;
- Preparation of presentation pack for both media, fund raising, and legal requirements;
- Conducting market research to determine market requirements for existing and future products;
- Developing and implementing marketing plans and projects for new and existing projects (bakery, farm, village, and haven);
- Linking strategy into fund raising objectives;
- Managing the productivity of the marketing plans and projects;
- Monitoring, reviewing and reporting on all marketing activity and results;
- Ad agency liaison (ensuring that pro bono opportunities are maximized);
- Liaison with media;
- Management of website, Twitter, and Facebook pages.

**Complete all tasks assigned, which includes but is not limited to the responsibilities outlined above.**

**Expected work hours:** 8 hours per day, Monday – Friday, weekends may be required.

**Qualifications/skills required:**

- Excellent written and verbal communication skills
- Organization and planning skills
- Logical Reasoning skills
- Investigative Orientation
- Problem analysis and problem-solving
- Team-leadership
- Formal presentation skills
- Persuasiveness
- Adaptability
- Innovation
- Judgment
- Decision-making
- Stress tolerance
- Collaboration
- Should have a strong understanding of the impact that HIV/AIDS has had on South Africa including the history, political and economic challenges, the stigma and the future challenges for the country as it deals with the next generation of the disease.
- Should also have an understanding of South Africa and what is required to be effective in this culture.
- May be required to work with a very vulnerable part of the population and must show the appropriate interpersonal skills and sensitivity to be effective in this environment.

**Language requirements:**

English

**Highlights of Organization/background information:**

Nkosi's Haven is a recognized NGO in South Africa that has been in operation since 1999 offering holistic care and support for destitute HIV/AIDS infected mothers, her children, and resulting AIDS orphans (infected or not).

Nkosi's Haven is named after Nkosi Johnson, the young AIDS activist who passed away on International Children's Day on June 1st 2001, who dearly wanted a facility that

would care for the mom and her child. He had been separated from his mom because of the HIV diagnosis and he never wanted that to happen to any other child. He also wanted HIV positive people to be cared for without discrimination or prejudice.

At Nkosi's Haven, all of our mothers and children (currently totaling approx. 160) live in total 'freedom' at one of our two locations in Johannesburg. All of our children attend private schools (in the bridging sense), receive all disciplines of therapy (play, remedial, occupational, speech, and hopefully soon art), and we are working on providing sporting lessons as well. Our mothers are encouraged to build their capacity through various activities, during which, if leadership and initiative is shown, an internal position will be offered (such as cook, childcare worker, matron, resident manager etc.) Further, we ask mothers to 'foster' our young resident orphans, hopefully providing for some additional support in substitute for the loss of their own mothers.

Over the past decade we have strived to become a prototype for holistic care for women and children affected by HIV/AIDS. While the energy and passion of our staff and dedicated volunteers has allowed us to achieve this for those residing at Nkosi's Haven in Berea, and at our second site, the Nkosi's Haven Village in Alan Manor, Johannesburg, we are in a position whereby, with additional funding, we will be able to expand our facilities and accommodate more resident women and children. Further, we have recently purchased a piece of fertile farm land just outside of Johannesburg. While we currently do not have the capital to develop this site, we hope to use it not only to grow food to feed an increasing number of residents, but as a site for individual capacity building, and economic empowerment through the sale of surplus crops.

Through all of the work we do, we ensure that our residents learn how to live with AIDS, not die from it. With this objective in mind, we have built a happy and energetic community where our children can develop and become self-confident, mature, and responsible members of their community.