



**Role: Events and Marketing Manager**

***Required: Immediately***

***Pay: Volunteer (although we would consider paying commission)***

***Hours: 6 hrs a week plus full days when running events (2-4 annually)***

***Contact: Please send CV and cover letter to: [info@kiasurvivors.org](mailto:info@kiasurvivors.org)***

## **Introduction to Kiya**

Kiya Survivors is an Anglo Peruvian charity operating in Peru. They build and run educational centres, safe homes, outreach programmes and therapy programmes. All of these facilities cater to helping young people and their families with a focus on those with special-needs and those who have suffered abuse and abandonment. Kiya Survivors also offers support to young Mothers and violated women, with a particular focus on enabling self-sufficiency.

The charity is run from the UK and Spain by a small, core team of employees and volunteers who are in charge of managing the fund raising events, volunteer programs, school programs, sponsorship programs, marketing, website and awareness campaigns. They successfully raise an average of £100,000 - £150,000 p/y at present that funds the UK operations along with the projects that Kiya runs out in Peru.

## **Summary of role**

Fundraising events have an important function to play in the sustainability of Kiya Survivors both in terms of the public's exposure to its work and the financial contributions they generate. We are looking for someone to support Suzy, Kiya's Founder and CEO, with the creation of Events and also the management of them / marketing strategy around them.



## Key Role

- Create and manage new fundraising events to raise money for Kiya Survivors
- Build a calendar of events to target key audiences
- Build a project plan for each event and drive progress against the plan
- Developing a Marketing strategy to ensure attendance and success of Kiya events
- Work with press in developing community/social interest articles in magazines newspapers and television (Local, National and International)
- Build local contacts and sponsors to ensure we run events at minimal cost to Kiya Survivors
- Work with the whole Kiya Survivors team to make each event a success
- To write press releases and relevant marketing material for events and to communicate with relevant press/media
- Improve Facebook page and to ensure details are added and kept up-to-date
- To ensure event details and success stories circulated to newsletter writers and updated on Kiya website
- Reach new people through events and increase the number of child sponsorship members/ volunteers or create general awareness of Kiya Survivors