



## RamblingRat PR, Media and Sponsorship Volunteers

(1-2 volunteers, 4-6 hrs/week)

Rambling Rat TransAmerica and RamblingRat Africa expeditions are seeking support to increase their media coverage in UK and the countries they travel through and to build sponsorship opportunities. Two volunteers are being sought to work independently researching and coordinating opportunities for the expeditions to promote their aims of raising funds and awareness for Street Kids International.

The volunteer will report to the Executive Director of Street Kids International and will work closely with RamblingRat TransAmerica and/or Africa teams.

### volunteer activities include:

- ~ Creating and maintaining a RamblingRat press kit.
- ~ Writing and distributing press releases.
- ~ Building media contacts in the UK and along RamblingRat expedition routes and setting up opportunities for coverage of the expedition.
- ~ Developing product sponsorship opportunities for RamblingRat expeditions and fundraising opportunities for Street Kids International.
- ~ Researching and managing joint PR opportunities for RamblingRat, Street Kids International and Sponsor Companies.
- ~ Supporting the management of RamblingRat presence online including RamblingRat website, Facebook, You Tube, Twitter accounts.

### Person description:

- ~ Motivated and independent worker.
- ~ Confident communicator, verbally and in written form.
- ~ Media and PR or corporate sponsorship experience.
- ~ Social media experience an advantage.

- ~ An interest in international development an advantage.
- ~ Knowledge of expedition life and/or overland vehicles an advantage.
- ~ Ability to speak Spanish, Portuguese, Swahili, Amharic or Arabic an advantage.

**This is a home based volunteer position, home access to internet is a requirement.**