

Limbe Wildlife Centre

A collaborative effort between Pandrillus Foundation and the Government of Cameroon, Ministry of Forestry and Wildlife, MINFOF

P.O. Box 878, Limbe
Republic of Cameroon

JOB DESCRIPTION

Fundraising & Marketing Volunteer Officer at the Limbe Wildlife Centre

- Employer:** Pandrillus Foundation, Limbe Wildlife Centre
- Location:** Limbe, Cameroon
- Function:** Marketing/Fundraising/Communications
- Preferred Hours:** 6 days/week
- Salary:** **A small monthly allowance and bonus depending on the amount of funds raised for the centre are provided**
- Role:** Supporting the Limbe Wildlife Centre's fundraising, marketing and communication efforts, including identifying grants and writing proposals, as well as managing digital communications.
- Supervisors:** Pandrillus Country Director and the LWC Management
- Key relationships:** Working under the direction of LWC Managers
- Location:** Limbe Wildlife Centre, Limbe, Cameroon
- Time commitment:** Minimum six (6) months. **To start as soon as possible.**
- Expenses:** This is a volunteer role. Accommodation with cleaning and security services is provided in the volunteer house, local food lunches are provided during working days. Allowance and bonus will be provided depending on the funds raised for the Limbe Wildlife Centre. The volunteer is responsible for their travel expenses to and from Limbe, Cameroon, visa fees and vaccinations.

The Limbe Wildlife Centre

The Limbe Wildlife Centre (LWC) was established in 1993 as a much-needed rescue centre for endangered animals. The centre supports enforcement of Cameroon's wildlife laws by providing a long-term solution for wildlife that has been poached and held illegally, and subsequently confiscated by our government partners. LWC is a collaborative effort between the Ministry of Forestry and Wildlife (MINFOF) and the Pandrillus Foundation, an US non-profit NGO. Public education remains a central pillar of the LWC's work. We conduct an



extensive conservation outreach programme, reaching more than 1,000 schoolchildren, 50,000 visitors and 500 community partners each year.

Currently, we provide care for more than 300 animals, of which 187 are primates, including the critically endangered gorilla, endangered chimpanzees, drills and red-capped mangabeys. In addition, LWC cares for 9 mandrills, 8 baboons, 4 agile mangabeys, 35 guenon monkeys, 5 reptiles, a flock of African grey parrots and 3 other mammals who have been orphaned by the bush meat trade.

At LWC we work tirelessly to ensure the survival of every rescued animal in our care and to release them back to the wild to further species conservation and to help restore the local ecosystem in a sustainable way. Each year we release many rehabilitated individuals, including endangered African grey parrots, vulnerable Home's ringed tortoises and dwarf crocodiles.

We are always looking for dedicated, hard-working volunteers to improve the lives of the animals under our care!

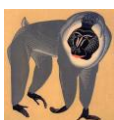
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Core activities

The volunteer will work to develop **marketing and fundraising strategies as well as identifying grants, writing proposals, and helping with daily communications** on E-mail and on various social media platforms under the supervision of the Country Director and the LWC Manager. The Fundraising and Marketing Volunteer Officer will be responsible for implementing these strategies by organising fundraising campaigns both online and in person, helping with digital communications, advocating for wildlife conservation and rehabilitation, identifying and engaging local and international companies in corporate social responsibility, and designing education outreach material.

During your volunteering you will spend your time being involved in:

- Maximising income generation (including income from the Gift Shop) by developing and delivering an effective fundraising and marketing strategy and implementation plan to existing and potential stakeholders;
- Increasing fundraising event participation;
- Increase visibility of the missions and activities of the LWC locally and internationally;



- Evaluating marketing and communication activities, building new partnerships and deepening existing sponsorship/patronage to maximise LWC's charity profile and increase fundraising success and build links with potential and existing supporters;
 - Working with the Manager to develop and draft online, email and direct mail campaigns as well as promoting fundraisers through digital media, social media, print and press advertising;
 - Working with Management to identify grants and write proposals to raise funds;
 - Helping to envision, develop and create our campaigns and key events
 - Tracking, monitoring and evaluating the impact of fundraising communications, circulating relevant press cuttings to key staff and producing monthly statistics on coverage;
 - Developing, implementing, and regulating marketing materials and communications that reflect and contribute to our organisational aim, vision, values and objectives;
 - Research blogs/channels to identify collaborative opportunities;
 - Delivering Public Relations plans, including developing messages, general copywriting, writing content for the website, liaising with journalists and sourcing media comments;
 - Providing fundraising support and manage relationships with a wide range of our supporters;
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- Contributing to the recruitment and management of celebrity and high-profile supporters, and act as the departmental point of contact for celebrity supporters and agents;
 - Being an ambassador for the LWC at any fundraising activity, event or functions; and
 - Promote the LWC's aim and objectives continually through working practice.

Skills and Experience Needed

We are looking for a **creative, motivated, enthusiastic** individual who is eager to gain insight and experience in the charity and voluntary sector in **biodiversity conservation** and **animal well-being**. As the Limbe Wildlife Centre, we communicate with **thousands of supporters**: individuals, institutions, and local and international organisations.

- Past experience working in a similar position;
- Some background or education on marketing and communications
- Motivation and enthusiasm for working on fundraising, grants and digital communications to promote LWCs mission and values;
- Self-starter
- An interest in the charity sector and fundraising;



- Creativity, entrepreneurial outlook and ability to develop high quality marketing and fundraising strategies, including plans, materials and messages for all fundraising activities, in order to increase support to the LWC;
- Motivation and passion to participate and help a wildlife conservation programme;
- Conversant in, and enthusiastic about, using social media platforms, ideally in a workplace or volunteer role;
- Ability to work well on your own and as part of a team and under the supervision of Management;
- Ability to negotiate, organise, and supervise events both online and in person;
- Strong communication and interpersonal skills for developing in a multi-cultural environment in Africa;
- Excellent written, verbal, editing and communication skills, in English and preferably in French as well; and
- Ability to "sell" a cause successfully and an appreciation of the communication needs of charity fundraising.
- Ability to work under pressure and meet strict deadlines

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What you can gain from the role

- Opportunity for creativity, developing and executing your marketing vision as well as hands-on experience creating media-rich content such as video campaigns, infographics, billboards, posters, and other marketing and fundraising tools;
- Experience in direct marketing, communications, and fundraising campaigns;
- A chance to develop your research and communications skills in the workplace;
- A chance to learn as part of a small tight-knit and passionate team;
- An increased understanding and knowledge of the fundraising sector; and
- A chance to play an active role in African wildlife conservation

Application Requirements

Deadline: 27 August 2021.

Please send your CV with a cover letter to fundraising@limbewildlife.org

Your cover letter should detail:

- How you and your skills and experience fit what we are looking for
- Why you are interested in this volunteering opportunity
- Your availability



If you have no response within two weeks of your application, please consider it unsuccessful.

Thank you for your interest in volunteering for the Limbe Wildlife Centre!

