

## **Apply today and you could be...** **A Marketing and Design Advisor at Vyulya Youth Polytechnic, Masii District, Kenya.**

### **What's the context and purpose of the role?**

The Vyulya Youth Polytechnic (YP) provides training for young people who cannot attend secondary school due to academic ability, disability and poverty. Your role will be to support the training of the young people, in particular with regards to leatherwork, to give them greater employment opportunities. To ensure its long-term sustainability, the YP needs to diversify its income base and you'll work with your colleagues to develop markets and marketing strategies for the products developed by the students. You'll plan and implement a production unit with quality control processes. Your work will ensure that the YP continues to train young people with disabilities by enhancing its resource base.

### **What does the role involve?**

- Train about 30 young people with disabilities in the leatherwork department on design, production and marketing skills.
- Work with the manager to develop a production unit within the YP.
- Develop business and marketing plans to create new revenue streams for the YP through the sale of the products created by the students.
- Conduct market demand surveys with local colleagues.
- Develop and implement an industry placement scheme for the students.



### **What skills, experience and personal qualities are needed for the role?**

Ideally you'll have a degree in marketing, design or business management. With at least three years' experience in the area of design and production, you'll have developed strong supervision and leadership skills. You'll be able to draw up business plans and strategies and have the knowledge to advise in this area. You'll have experience of using SWOT analysis and the ability to develop marketing plans for a variety of products. In addition you'll need an outgoing and positive attitude, as you'll be interacting with members of the community and local leaders. Humour, patience and a willingness to become part of the community will ensure that you experience the very warmest welcome in Kenya.

### **And the rest...**

Kenya is a wonderful country in which to live and work, and the overwhelming majority of volunteers leave here after 2 or 3 years having thoroughly enjoyed their time here and with a great appreciation of the kindness and generosity of Kenyans. It remains one of the most spectacularly beautiful countries in Africa where the savannah plains roll into the hills, which leap to the mountains. The flora and fauna attract thousands of tourists each year. The beaches and sea retain, in most areas, the reputation of being the cleanest and some of the richest in the world.

We'll ask you to commit to 12 - 24 months to make a sustainable contribution to our development goals. In return, we'll provide you with extensive training before your placement and our financial package includes a local salary, return flights, accommodation and insurance. When you return to your home country, we'll help you to resettle and many of our returned volunteers stay involved with us long after their placement ends. [www.vso.org.uk/volunteering](http://www.vso.org.uk/volunteering)