

Put one of the world's biggest killers behind bars, in cabs, on the radio, at bus stations and on television. By the roadside, in glossy magazines and on people's minds.

CAMPAIGN MANAGER

£28k-£32k • London

40 million people across the world are living with HIV/AIDS. Five die every minute. It is the poorest and most vulnerable in the world who are bearing the brunt of this emergency. The Stop AIDS Campaign is committed to raising awareness about the epidemic, fighting global apathy and persuading the UK Government to do more to help. An unprecedented alliance of 20 of the UK's leading HIV and development charities, we're now looking for a Campaign Manager to plan, manage and develop our PR activities, increase our political influence and secure the financial support we need to achieve our objectives.

If you've a track record of generating results and you're looking to join the fight against one of the world's biggest killers, you can apply by contacting People Media Response on 020 7420 2080, or write to them at New Penderel House, 283 – 288 High Holborn, London WC1V 7HG, or email:

response@peoplemedia.co.uk quoting ref: 67101.

Closing date: Tuesday, 11th June 2002.

stop **AIDS** campaign

Stop Aids – Campaign Manager

So many roles claim to be unique, but few are. This was one. Stop AIDS is a coalition of 20 high-profile organisations – including National Aids Trust, Christian Aid, VSO and Save the Children - working together to fight the disease. The Campaign Manager was there to keep this global issue at the top of the agenda.

Because of understandable budget constraints, we had to keep the ad small. But the long teaser-style headline had a huge impact. The ad was heavily targeted, receiving 37 high quality CVs, from which 11 candidates were shortlisted, and one outstanding professional was recruited.

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