



## ***We are hiring Social media intern***

*Exciting job opportunity with Africa's leading business accelerator*

# JOB DESCRIPTION: SOCIAL MEDIA INTERN

## About us:

GrowthAfrica is one of the continent's leading impact accelerators and we are looking for new talent to join our quest to grow the continent's promising impact enterprises into prosperous and successful members of our societies, creating much needed job opportunities, economic wealth and social transformation.

We drive investment- and market-readiness through cohort-based programmes, projects and tailored support services. We work hard to ensure that local and international enterprises increase their rate and scope of success, be it during the startup, growth or expansion stage.

Through access to capital, markets, technology and knowhow we have since 2002 supported over 1,800 businesses flourish. We focus on innovative and scalable post-revenue start-ups and growth SMEs led by ambitious entrepreneurs.

Headquartered in Nairobi, we currently run activities across the region and are in an ambitious geographical expansion phase. You will join a youthful, international and ambitious team. We are now 20 and growing.

## About the role:

The Social media intern is accountable to the Communications Lead. The intern will be assisting with key communications resource projects and be actively involved in operational communications. As an intern, you will be exposed to a broad range of business issues, at times working directly with one of the three partners and at other times working on projects with a team of colleagues or independently.

The work is expected to be completed within 6 months with the possibility of extension. GrowthAfrica will offer a basic stipend for this role.

Your responsibilities will include:

- Developing & scheduling posts for social media as per media strategy and plan
- Responsible for updating key social media and curating content
- Provide input, feedback and support for the continuous improvement of our online presence
- Analyse key metrics from social media platforms and provide weekly reports
- Monitor and derive learning and insights from social media data and analytics
- Research and development: keep the GrowthAfrica team updated on new social media developments and trends plus tools which can assist us
- Assist in the optimisation of our online presence in terms of communication and non-technical content and copywriting for search engine optimisation
- Assist in developing, testing and perfecting communication and content guidelines and templates
- Assist in the optimisation of our online presence in terms of communication and non-technical content and copywriting for search engine optimisation
- Communication and marketing of events and startup programmes
- Audience/usability testing of our communication and its messaging
- Contribute with news, blogging and content updates/improvements on our online media
- Map and develop relevant linkages, fellowship and engagement
- Support in development of visuals for digital media
- Perform any other task assigned by the line manager

## Who we are looking for:

- Bachelor's Degree in media, communications and/or marketing
- Previous experience working within communications, digital media or marketing in is an asset
- Excellent communication skills (written & verbal)
- Familiarity with Google analytics & scheduling tools & design tools e.g. Hootsuite, Adobe Suite
- Ability to produce accurate quality work
- Meticulous and strong attention to detail
- Good interpersonal skills
- Strong organisational skills
- Capable of working independently and taking initiative as well as collaborating with the team
- Ability to work under minimum supervision
- Ability to meet strict deadlines
- Flexible and willing to perform tasks outside of core duties

## Why work with us?

- We offer a great learning experience and platform to jump-start your professional career and gain solid work experience
- Purpose-driven organisation and opportunity
- Join an energetic team dedicated to growing entrepreneurial ventures and business across Africa
- Grow your professional network as you work and learn with our team
- Learn about innovation and entrepreneurship across the continent
- Become part of a highly committed, international team

## Other information

This opportunity is based in: Nairobi, Kenya. We aim to select the candidate by February 2019 and have you join our team as soon as possible.

## Want to apply?

- Send your CV in PDF format to [careers@growthafrica.com](mailto:careers@growthafrica.com) with the name of the role in the subject line.
- Deadline for this application is **31st January 2019**. If the role is not filled by then, we will still accept and review applications on a rolling base after the deadline



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