



VACANCY: DIGITAL AND SOCIAL MEDIA INTERN

The Kenya Association of Manufacturers (KAM) is a business membership organization representing over 1000 leading manufacturing and value-added companies in Kenya. We seek to competitively fill the following positions: -

Title: Digital and Social Media Intern

Report to: Marketing Manager

Department: Corporate Marketing and Membership

Location: Nairobi

Contract Type: 6 months

Job Purpose:

To assist in the management of our social media presence, create engaging content, and develop effective digital marketing campaigns.

Duties & Responsibilities

i. Social Media Management:

- Manage and create content for our social media accounts (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc).
- Develop and implement a social media plan/strategy to engage with our audience and drive, subscriptions and reach.
- Monitor and analyze social media metrics to measure engagement and impact

ii. Digital Marketing:

- Develop and implement digital marketing campaigns across various channels (social media, email, search engine optimization, etc).
- Create and curate email newsletters to keep our audience informed.
- Collaborate with internal teams to develop and implement online advertising campaigns.

iii. YouTube Podcast Management and Marketing:

- Create, edit, curate and produce high-quality video content for our YouTube channel
- Develop and implement a strategy to grow our YouTube audience, reach and increase video views
- Collaborate with influencers, speakers, and experts to create engaging podcast content

iv. Photography:

- Take high-quality photographs to use in our marketing materials, social media, and other campaigns
- Edit and caption photos to enhance their impact and engagement

v. Content Creation:

- Develop and produce engaging and informative content (blog posts, social media posts, videos, etc.) to support our marketing efforts
- Collaborate with internal teams to develop and implement content marketing campaigns

vi. Analytics and Reporting:

- Analyze and report on social media and digital marketing metrics to measure engagement and impact
- Provide data-driven insights to inform future digital marketing campaigns and strategies

vii. **Collaboration and Communication:**

- Work closely with internal teams to develop and implement digital marketing campaigns and strategies
- Collaborate with external partners and influencers to create engaging content and grow our audience

Requirements

- Bachelor's degree in marketing, communication, or related field
- Experience in managing social media accounts for an organization, influencer, or similar role.

Personal attributes and skills:

- Advanced knowledge of social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok etc.)
- Experience with digital marketing tools (Hootsuite, Sprout Social, Buffer, etc.)
- Photography skills and experience with photo editing software (Adobe Lightroom, Photoshop, etc.)
- Excellent communication and interpersonal skills
- Strong analytical and problem-solving skills
- Ability to work collaboratively with diverse teams and stakeholders to achieve common goals.

Certifications:

- Google Analytics certification or equivalent

Nice to Have:

- Experience with YouTube podcast management and creation
- Experience with content creation (writing, video production, photography, etc.)
- Knowledge of Search Engine Optimization (SEO) principles and search engine marketing
- Experience with email marketing software (Mailchimp, Constant Contact, etc.)

How to Apply:

- Interested and qualifying candidates to complete the online application form [here](#)
- Submit their CV, Cover Letter which should be in PDF and Labeled with the applicant's First name and Last, then Document e.g., Peter Paul CV or Peter Paul Cover Letter and **a portfolio** only to hr@kam.co.ke indicating the words “**Digital and Social Media Intern**” with the email subject line.
- **The application deadline is 5th March 2025.**