

Social Media Intern

We are looking for a university student that has a proven experience managing social media and digital content for a company or projects. The initial goals would be to increase brand awareness, increase engagement, and build followers. We are a digital payment and booking platform for bus companies, making commuters' lives easier by allowing them to book ahead from their phone or online for their travel. Soon the objectives will be driving traffic to the website and getting people to download the app.

We are a fast-growing startup, that likes innovative ideas and collectively are motivated by creating a national impact on Kenya's transport industry. By the end of the year, our online versions of the platform will be viral and widely used across Kenya. Our digital strategy is a huge part in getting there, so you will play a vital role in helping us achieve a national launch.

Responsibilities

- Build and execute social media and digital strategy through competitive research, platform determination, benchmarking, messaging and audience identification. Maintain and monitor brand consistency across all platforms.
- Create editorial calendars and syndication schedules
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action. Content should be relatable, by using Swahili and everyday language that a variety of people can relate to.
- Optimize company pages on each platform to increase the visibility of and followers significantly across all platforms, KPIs to be determined
- Moderate and respond to user-generated content on each platform

- Continuously improve digital strategy by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments (tech, operations, sales etc) to manage reputation, identify key players and coordinate actions
- Develop creative social media campaigns to grow brand awareness through targeted advertising across all platforms

Requirements

- Proven working experience in social media marketing or as a digital media specialist. Ability to demonstrate campaigns you've run, objectives being met/exceeded and proven impact will be key.
- Excellent writing, editing (photo/video/text), presentation and communication skills
- Comfortable editing in Photoshop, Lightroom, Illustrator, Canva and other similar software
- Demonstrable knowledge of social analytics tools. Generate monthly reports about KPIs and campaign successes and failures from these analytic tools.
- Adequate knowledge of web design and SEO is a plus
- Knowledge of online marketing and good understanding of major marketing channels specific to the Kenyan market
- Positive attitude, detail-focused and customer oriented with good multitasking and organisational abilities, willingness to be flexible with scope of work and tasks



- Ability to work independently, report on progress, and ask for help as needed
- Fluency in English and Swahili. Fluency in other languages a plus
- Other skills like photography, videography, editing, graphic design a plus
- Student in: Communications, Marketing, Business, Media or Public Relations

Why work with us?

- Stipend of 500 KES per day. Open to negotiation based on skills and expertise.
- Develop your skills in a fast growing tech for transport startup where your voice is heard and your ideas taken into consideration
- Learn from former students who are now successful entrepreneurs
- Be a part of launching a mass product from the ground up--this product has never been seen in the market before!
- Gain real experience, run campaigns where you can take ownership over them
- At times, learn one-on-one from a professional digital marketer in Kenya (5+ years of experience)
- Work with a diverse team with varied backgrounds and experiences
- Two (2) VIP Bus Tickets to Mombasa upon accomplishment of the internship, based on successfully executing targets and campaigns

HOW TO APPLY

Send your CV and portfolio to **info@buupass.com**. Please include any other documents that might support your application, such as a recommendation letter from a previous supervisor or professor, and a cover letter that explains why you are passionate about social media, your past successes with campaigns, your work style, etc and why you are interested in this opportunity.

Make sure to include the links of the previous accounts you have managed. Apply by **June 1, 2017**. We look forward to hearing from you!