



SOCIAL MEDIA INTERN

Are you creative? Can you tell a compelling story in text, image, and video formats that captures the audience's attention?

The Kenya Association of Music Producers is looking for a creative and eager intern to help us enhance our brand while giving the right candidate the ability to build his/her real life marketing skills.

We are seeking an energetic, self-motivated individual to join our company as a Social Media Intern. As part of the Creative Team, the intern will work closely with the Public Relations & Marketing Team who will provide you with real hands-on projects and daily tasks that use social media platforms to promote, manage, and share the KAMP image and story.

Responsibilities

- Assist with the design and execution of social media campaigns
- Create weekly and monthly editorial calendars to promote company brands on various social media websites
- Create and distribute content such as blogs, infographics, videos and press releases on social media and traditional news outlets
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Support marketing team at live and online event
- Perform social media marketing research
- Assist on influencer campaign strategy
- Respond to comments and DMs on social media platforms
- Brainstorm and research ideas for original content
- Create compelling graphics to share across social channels
- Write social media captions that speak to the company's target audience
- Help create and edit short-form videos
- Develop new strategies for increasing engagement

- Assist with photo/video content shoots
- Ensure brand message is consistent

Skills and Qualifications

- Bachelor's degree in digital communications or related field such as advertising or Journalism
- Experience in digital marketing/social media marketing
- Impeccable oral and written communication skills
- Excellent internet research skills
- Mastery of the major social media platforms including Facebook, YouTube, Instagram, Twitter, linkedin, Tiktok
- Knowledge of social media analytics software including Facebook Insights, Google Analytics and Twitter Analytics to track audience engagement and campaign performance
- Experience with content management systems, word processor applications and image/video editing software

How to Apply

If you meet the above requirements, please send your Application and Resume hr@kamp.or.ke. The subject of the email should be "SOCIAL MEDIA INTERN" by 5.00pm on 15th October 2022.