



COMMUNICATIONS & MARKETING INTERN

B Lab East Africa's mandate is to redefine business success as not just for profit but also for purpose; and to encourage businesses in Africa to work toward positive impact on all stakeholders: workers, communities, customers and the environment. The B Lab East Africa Communications & Marketing Internship is a rolling 6-month programme required to strengthen our role in raising social and environmental performance awareness and enhancing the profile of B Lab East Africa, B Corporations in Africa, stakeholders and partners across Africa. This internship is also an excellent opportunity to experience various aspects of communications and marketing while also gaining a good understanding of a global non-profit organisation. This post is located in Nairobi.

Duties and Responsibilities

The Intern will work under the direct supervision of the Communications & Marketing Coordinator to perform the following key roles:

1. Support strategic online communications planning and processes that contribute to B Lab East Africa's mission and work to increase visibility of the organization and raise public awareness;
2. Support the management of B Lab East Africa's online presence on social media, including regular updates and campaigns;
3. Monitor and analyse online conversations around priority and emerging issues on impact management and governance; and identify opportunities for B Lab East Africa to engage in these conversations;
4. Prepare analytic reports on a regular and ad-hoc basis that synthesize digital impact and suggest adjustments of outreach initiatives based on data;
5. Support the production of communication products and materials like infographics, videos etc.;
6. Assist in updating and preparation of content for the web page;
7. Support visual and digital communications, including photo gathering and editing, graphic creation and presentation, and other multimedia editing, including video and audio;
8. Help to design and prepare information & advocacy materials and publications;
9. Supporting the collating of case studies, the development of project profiles and stories;
10. Collaborate with staff on new ideas, direction, and tools for marketing and communications;
11. Any other duties as assigned by management.

Competencies

- Firm grasp of social media tools and platforms including Facebook, Instagram, Twitter and LinkedIn;
- Completed or working toward a college degree, preferably in a related field (e.g. Marketing/Communications, Advertising or Public Relations, Business Administration);
- Previous internship or related experience in marketing or communications is a plus;
- Understanding of the basic principles of public relations and/or marketing;
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel);
- Proficiency in Adobe InDesign, Premiere Pro and Photoshop highly desired;
- Knowledge of HTML, website content management and graphic design is a plus;
- Possess excellent written, oral communication and interpersonal skills;
- Genuine enthusiasm for creating compelling marketing materials to support B Lab East Africa's programming;
- Self-starter, good time management, creative, with ability to communicate in a professional manner;
- Ability to work well independently, and within a team; and
- We encourage portfolio submission of past work as a plus.

Benefits

- Experience working for a global non-profit organisation, in the business impact measurement and management space, in emerging markets.
- The opportunity to learn and connect to create a better world for future generations.
- Opportunity to interact with staff and members across the globe working toward the same mission.

To Apply: Please send your resume and a one page cover letter explaining why you are our ideal candidate to: trevor@b-labeastafrica.net by 31st January 2020.

B Lab East Africa believes an equitable and inclusive work environment and a diverse, empowered team are key to achieving our mission. We are committed to equal employment opportunities regardless of race, color, religion, sex, origin, marital status, disability, or gender. We encourage women and differently-abled persons to apply. B Lab East Africa does not ask candidates to pay any fees at any stage of the interview process.