

## Digital Marketing Intern

**Duration:** 3 Months

**Job type:** Full Time

**Location:** Nairobi

**Salary:** This is not a salaried position but successful intern will be paid a stipend per Month

### About the Role;

We are looking for an ambitious Digital Marketing intern to carry out front desk and digital marketing roles aimed at improving our company's brand through working on various marketing campaigns that drive online presence.

### Digital Marketing Roles;

- Work alongside business development team to create a plan for digital marketing strategies monthly.
- Assisting in the growth of the company's brand by raising awareness through various digital marketing platforms.
- Monitoring postings to ensure brand message is constant from the terminology used to images posted.
- Assisting in the daily aspects of promoting the businesses campaigns.
- Interacting with followers and potential customers by communicating and answering questions through the company's digital marketing pages and website.
- Assist in implementing plans to increase followers on popular social media sites.
- Overseeing the creating and implementation of periodical editorials, training clips and other initiatives as guided by the CEO.
- Help create content as dictated by the monthly editorial calendar to promote sales, blogs and products.
- Answer phone calls, manage calls by routing them to the proper extensions.
- Manage Emails, SMS and Whatsapp messages from clients and delivering them to the appropriate section for action and ensure appropriate and timely responses to the messages.
- Serve as the face of the company, offering friendly service to those entering the company offices, calling in on the phone, sms or whatsapp, email or digital marketing pages.
- Maintain the reception area, keeping it clean and free of clutter.
- Handle filing and data entry as requested.
- Any other duties as assigned from time to time.

### Qualifications

- Diploma or Bachelor's degree in business, marketing, public relations, journalism or related field
- 6mths-2 years of digital marketing management and/or customer service and office work experience a plus.
- Professional certification in Google Analytics an added advantage
- Familiar with multi-social postings
- Comfortable with working with Microsoft Office and Adobe Suites
- General knowledge of Search Engine Optimization and internet ranking for web content
- Entry level experience determining how to cater unique marketing campaigns to a unique audience
- Strong verbal and written communication skills.
- Ability to work independently, within instructions and also as a team

Applications should be sent to [info@suntra.co.ke](mailto:info@suntra.co.ke) on or before **Friday 14<sup>th</sup> April 2023**.

**About Suntra Investments Ltd.**

Suntra investments Ltd is licensed by Capital Markets Authority (CMA) and we are a member of the Nairobi Securities Exchange (NSE). We are also authorized Central Depository Agent (CDA) of Central Depository & Settlement Corporation (CDSC) and a member of the Kenya Association of Stockbrokers and Investment Banks (KASIB)

For more information visit our website; [www.suntra.co.ke](http://www.suntra.co.ke)