

East African Wild Life Society



Sales and Marketing Intern

The East African Wild Life Society (EAWLS) is a membership-based NGO that seeks to enhance the conservation and wise use of the environment and natural resources in East Africa for the benefit of current and future generations. We are seeking an energetic, innovative and visionary new senior team member who will assist in building upon our more than 60 years of experience and leadership in the conservation sector, by enhancing our impacting on environmental matters in target regions of East Africa.

Job Brief

We are looking for an enthusiastic Sales and Marketing Intern to join our Communications and Marketing Department and provide creative ideas to help achieve our goals. You will have administrative duties in developing and implementing marketing strategies.

As a marketing intern, you will collaborate with our marketing and advertising team in all stages of marketing campaigns. Your insightful contribution will help develop, expand and maintain our marketing channels.

This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broad experience in marketing and should be prepared to enter any fast paced work environment.

Responsibilities

- Assist in sourcing for new advertisers for Swara Magazine
- Assist in distribution of Swara magazines, calendars and branded EAWLS merchandise to outlets
- Assist in preparing and packaging of Swara magazines destined for outlets and subscribers
- Assist in implementing below the line and above the line Swara, calendar and merchandise marketing activities
- Assist in creation of awareness and be the outward face of EAWLS at exhibitions, fairs and events so as to enhance Society's brand visibility
- Help in researching, analysing and creation of sales and marketing plans so as to identify target clients in respect to membership, advertisers, Swara magazine subscribers, single copy buyers and potential Forest Challenge sponsors, participants and supporters.
- Help in scheduling appointments and meetings with potential members, advertisers and EAWLS supporters
- Help in execution of 2020 Forest Challenge marketing & communication plan/strategy
- Assist in any other duty that may be given from time to time

Requirements

- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- Familiarity with marketing computer software and online applications (e.g. CRM tools, Online analytics and Google Adwords)
- Passion for the marketing industry and its best practices
- Current enrollment in a University Degree

Instructions for applying

Applicants should submit a resume, cover letter as soon as possible to info@eawildlife.org on or before 20th March 2020.

Only shortlisted candidates will be contacted.