

East African Wild Life Society



Vacancy Announcement

Position: Sales and Marketing Intern
Reports to: Development & Marketing Manager
Location: Nairobi, Kenya

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 team member who will assist in building upon our more than 60 years of experience and leadership in the conservation sector.

Job Brief

We are looking for an enthusiastic Sales and Marketing Intern to join our Development 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 development and marketing 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 preparing and packaging of Swara magazines destined for outlets and subscribers
- Assist in recruiting and servicing outlets selling EAWLS branded merchandise.
- Assist in maintaining relationships with existing outlets, addressing their queries, ensuring product availability, and providing marketing materials or support as needed.
- 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 the Forest Challenge marketing & communication plan/strategy
- Assist in recruiting new members: The intern will assist in developing strategies to attract new members to EAWLS. This may involve organizing outreach events, creating promotional materials, and utilizing social media or other marketing channels to raise awareness and drive membership sign-ups
- Seeking membership renewals: The intern will assist in identifying lapsed members and implementing campaigns to encourage them to renew their memberships. This could involve personalized communications, special offers, or targeted incentives.
- Assist in any other duty that may be given from time to time

Requirements

- Marketing or related field: Candidates currently pursuing or recently graduated with a degree in marketing, business administration, or a similar field are encouraged to apply. Relevant

- coursework or prior marketing experience would be beneficial.
- Strong communication skills: The intern should possess excellent written and verbal communication abilities to effectively interact with outlets, members, and other stakeholders. They should be able to articulate ideas clearly and persuasively.
 - Research skills: A good understanding of research methodologies and the ability to gather and analyze data would be valuable so as contribute to product development and market analysis tasks.
 - Creativity and problem-solving: The candidate should demonstrate creativity in generating ideas, as well as the ability to think critically and find solutions to marketing challenges.
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 - Strong desire to learn along with professional drive
 - Solid understanding of different marketing techniques
 - Excellent knowledge of MS Office
 - Familiarity with marketing softwares and online applications (e.g. CRM tools, Online analytics and Google Adwords)
 - Passion for the marketing industry and its best practices
 - Creativity and problem-solving: The candidate should demonstrate creativity in generating ideas, as well as the ability to think critically and find solutions to marketing challenges.

How to apply

Applications, consisting of a **covering letter** explaining why you feel you should be considered for this role and a **full CV** (containing contact details for at least two professional referees) should be sent as **single PDF document** to info@eawildlife.org .

Please mark your application **Sales and Marketing Intern**

The closing date for applications is **23th July 2023**. Only shortlisted candidates will be contacted.

The East African Wild Life Society is an Equal Opportunity Employer and does not charge for any application or recruitment.