

## Musana Marketing Intern

We are looking for an energetic and self-motivated marketing intern! If you're an ambitious individual who wants to build a career in social media and content marketing, then we want to work with you. The Musana Marketing Intern assists the Marketing & Communications Director with advertising and promotional efforts. Their main duties include building social media campaigns, preparing promotional materials and presentations, and executing administrative tasks. This internship is a unique opportunity to learn the essential skills and gain real world experience needed to excel in digital and event marketing within the nonprofit sector. We will work with your university to meet requirements for class/college credit as needed.

### **Qualifications / Skills:**

- Applied understanding of basic marketing principles
- Strong written communication skills
- Proficiency with Google Docs, Sheets & Slides
- Familiarity with major social media platforms (FB/IG, LinkedIn, Twitter, YouTube, etc.), as well as data tracking tools associated with them
- Creative problem-solving skills
- Self-starter with ability to work independently
- Multitasking, organizational and time management skills

**You will succeed in this internship if you are resourceful.** You will engage in formal and informal training sessions with your supervisor, the Director of Communications & Marketing, but in this new world of working from home it is imperative that you have the ability to find ways to overcome obstacles, whether that be finding and reading a tutorial on how to use a marketing tool, or researching current events in Uganda that are relevant events to Musana.

## **Marketing Intern Responsibilities:**

### Social Media

- Learn Musana's KPIs (key performance indicators)
- Support social planning and execution by proposing improvements to current strategy
- Monitor and manage Musana's social media channels and adjusting outreach tactics as needed
- Build in-feed posts using provided photos, writing captions, and strategically using hashtags. Versioning content for different platform specs and best practices
- Schedule social media using Buffer, a social media tool, strategically planning post dates, times and overall cadence

### Promotional Materials & Presentations

- Help with the planning and marketing material development for events
- Contribute to the creation of email campaigns, monthly e-newsletters, press releases and blog content
- Assist with communication with printer

### Admin Duties

- File storage & organization
- Attend weekly Monday morning team meeting

## **Work Hours:**

- The length of this internship is 3-4 months (3 months minimum).
- 15 - 20 working hours per week; what hours you work are up to you as long as you are completing your work in a timely manner.
- Our team works from home and meetings are primarily held on Zoom. The team holds in-person meetings on average 1-2x per month, attendance in-person is flexible - discuss with your supervisor.
- You will be asked to attend Monday morning team meetings for 1.5 - 2 hours. These meetings start at 8:30am MST when we have team members calling in from Uganda, alternatively they will begin at 10am MST when all team members are stateside.

**To apply, email your resume and cover letter to Cory Wolven,  
Director of Communications & Marketing:  
corywolven@musana.org**