



JOB DESCRIPTION

POSITION: Social Media Intern

LOCATION: Dar es Salaam

We are looking for a creative, organised, and proactive Social Media Intern who will help plan, create and distribute content to all our social media channels. You need to be passionate about creating engaging content for a diverse online audience in both English and Swahili. This is a great opportunity for those interested in learning about developing an effective social media strategy, and analysing data and analytics. You should be able to work at least (minimum) 20 hours/week for a period of 3 months.

Ubongo Learning is Africa's leading producer of kids' edutainment. As a non-profit social enterprise, we create fun, localised and multi-platform educational content that helps kids learn, and leverage their learning to change their lives. Ubongo reaches millions of families across Africa through accessible technologies like TV, radio and mobile phones. Our show's [Ubongo Kids](#) and [Akili and Me](#) currently air in 30 countries across Africa, which means that there is great need to reach and engage with our online audiences in different countries. As our social media intern you must be willing to be challenged, think critically and creatively about the role that social media can play to expand Ubongo's brand globally.

While there are specific needs that Ubongo has, your responsibilities and work will also be customised to what you would like to learn in the time that you are interning with us. People who work at Ubongo are passionate about education, kids, and making a difference. Whether you are an intern or a full-time employee we provide a work environment that is friendly, approachable and driven.

The social media intern will work closely with the Marketing Manager on the following tasks:

- Manage a monthly social media content calendar, which includes creating and scheduling posts across platforms, especially Facebook
- Read and watch Ubongo content and find creative ways to adapt stories and videos to social media platforms
- Engage with Ubongo's followers and audiences on all social media platforms
- Analyse social media analytics and share findings with Marketing Team
- Contribute to developing Ubongo's social media strategy for 2018

Requirements and Skills:

- A good writer with overall great communication skills
- Proficient in writing in both English and Swahili. Additional languages such as French, Kinyarwanda, Igbo are a bonus
- A genuine love for and excitement about the internet
- Deep understanding of web culture and social platforms
- Excellent at organizing workflow and processes
- Knows how to use or is willing to learn Photoshop and Final Cut Pro
- Pays attention to details
- Independent worker and self-motivated
- Passionate about education, storytelling, and children
- Can work well in a dynamic environment

Ubongo will offer:

- A stipend
- Access to creative software like Photoshop, Final Cut Pro, InDesign etc
- Access to learning tools like Lynda.com
- A laptop for use at the office
- Free lunch
- A fun working environment (we watch a lot of cartoons!)

To apply, please answer **ALL** the questions on this [ONLINE form](#) (**only complete applications will be considered**).

Good luck!