

INTERNSHIP PROGRAM

Background

Title	<i>Marketing Intern & Digital Marketer</i>
Reports to	<i>Head of Marketing</i>

mHealth Kenya is the top provider of enterprise application software for service delivery companies, organizations and industries. Our cutting-edge software, Research, Smart technologies, and Big Data analytics ensure that our customers meet end to end business activities and maximize their profitability.

And as such we have designed a program that brings people of different background and walks of life together for one purpose only; to sharpen and provide to them competitive skills through expert learning, job shadowing and actual work experience.

Purpose

The internship is targeted to new graduates or young marketers who are in their 3rd year of school and are taking a Bachelor's of Science in Marketing (BS), Bachelor of Science in Business Marketing (BSB), or Bachelor of Business Administration (BBA) with a concentration in Marketing. The goal for this internship program is to provide training and mentorship. The program will equip the candidates with the necessary skills and experience in the Business Technology World, innovations and product launch.

Requirements:

Marketing Intern

The applicant should have basic understanding and training in:

- ✓ Strong communication
- ✓ Sales
- ✓ Presentation
- ✓ Leadership skills; goal-oriented, flexible, and creative under pressure
- ✓ Knowledge of current marketing trends and multimedia platforms
- ✓ Strong budgeting, Internet, and computer skills

Digital Marketer Intern

The applicant should have basic understanding and training in:

- ✓ Social media marketing
- ✓ Social marketing
- ✓ Digital strategy & planning
- ✓ Content & inbound marketing
- ✓ Email marketing

Areas of Focus

- Data Analysis
- Writing and Editing Skills
- SEO and SEM Skills
- Email Marketing Skills
- CRM Skills
- Social Media Skills
- Paid Social Media Advertising Skills
- Basic Design Skills
- Mobile Marketing
- Managerial Communications
- Macroeconomics
- Public Relations
- Principles of Marketing
- Quantitative Methods
- Principles of Finance
- Business to Business Marketing

Qualifications

A Bachelor's of Science in Marketing (BS), Bachelor of Science in Business Marketing (BSB), or Bachelor of Business Administration (BBA) or any other related field.

Requirements

- Application [form](#)
- Curriculum Vitae
- Copies of academic certificates
- Proof of internship/industry attachment
- Recommendation/reference letter from the Academic Institution attended

Application Deadline

The application deadline will be 31st of Jan 2021. Review of applications and selection will be on a rolling basis. Early application is encouraged.

All applications should be sent to trainee@mhealthkenya.org

mHealth Kenya is an equal opportunity employer and values diversity.