



Maji na Ufanisi

Job Description for a Communication Intern

Position Title: Communications Intern

Start Date: June 2018

Supervised by: Programs Officer

Purpose of Position: To assist Maji na Ufanisi with its communication needs

Introduction

Maji na Ufanisi (MnU) is a national, membership-based, Non-Governmental Organization (NGO) and pursues the vision: “an empowered just society” and the mission: “to improve the quality of life of the disadvantaged through participatory innovative pro-poor Water and Environmental Sanitation solutions”.

MnU is seeking a communication intern who will assist the programs office to develop and implement an overall corporate communication strategy. We seek an intern able to work independently and is fluent in written and spoken English.

If you think you are up to the challenge then we need to hear from you. You will be energetic, inventive, hardworking, social media and web-savvy, and brimming with ideas about creative ways to engage diverse audiences.

While assisting with a wide range of projects, you will gain hands-on experience and training in many aspects of communication, and also gain a good understanding of the working of a modern not-for-profit organization.

Overall Tasks

- Assist in developing and implementing the corporate communication strategy.
- Update the Maji na Ufanisi Website, Social Media Tools (Facebook, Twitter, YouTube, Google+, Blogs etc.).
- Assist with the implementation of the Strategic Development plan for communications, including newsletters (internal, external) and IEC materials.
- Attend the monthly department meetings to report and provide input from the Social Media, website feedback and partner queries.



- Assists the programs officer in answering external queries.
- Write short stories about Maji na Ufanisi program activities and events and push them to print and electronic media and partner websites.
- Develop content for Maji na Ufanisi infographics, short videos, advertisements, press releases, and promotional materials.
- Work with the external web developer to add new features and functionality that adds value to Maji na Ufanisi communication strategy.
- Monitor site statistics and key word optimization and advise Maji na Ufanisi on trending programme specific key words
- Collect and update the Maji na Ufanisi visualization database.

Screening

Maji na Ufanisi will offer a modest allowance to cater for transport and meals. The internship is designed to expose qualified applicants to Communications (marketing, events, social media, and development work) and other aspects of the not-for-profit industry. The internships are intended for those who are serious about pursuing their chosen career path in communications, marketing and/or the not-for-profit field. The acceptance process will be highly selective.

Qualifications

We are seeking candidates with a Bachelor's degree preferably Communication (Public Relations, Electronic Media, Print Media & Advertising). Candidates with other degrees such as Bachelor of English and literature, Information Sciences or related disciplines coupled with 1-year experience in communication design will also be considered.

Duration

The internship will run for a period of six months and may be renewed for another six months subject to satisfactory performance and availability of funds.

How to Apply

If you believe you are the right candidate, we would like to hear from you. Send a one page resume and cover letter to: mnu@majinaufanisi.org with subject Line: Internship Application (Communications). If you do not hear from us within 14 days consider that your application was not successful. There is no specific deadline for this vacancy. Maji na Ufanisi will continue reviewing applications until we find an appropriate candidate,



Female candidate and persons living with a disability are particularly encouraged to apply.