



Job Description

Job Title: Digital Marketing and Social Media Trainee	Location: Nairobi, Kenya
Reports To: Marketing and Communication Officer	Revised: May, 2024

eProd – Who We Are

eProd Solutions, established in 2015, offers an affordable agricultural supply chain management platform in 20 developing countries. Its clients are food processors, commodity traders and farmer cooperatives sourcing from large numbers of smallholder farmers. eProd is growing fast and is positioning for expansion. Therefore, we are looking for a Digital Marketing and Social Media Trainee to assist in the Marketing Department.

Job Summary

The Digital Marketing and Social Media Trainee will join our marketing team and support our ongoing social media and content marketing activities. The candidate should be highly creative, have experience in video creation and editing, graphic design, creation of strategies and a strong understanding of social media.

Primary Responsibilities

1. **Video Creation and Editing:** The trainee will assist the team in creating and editing high-quality videos for social media platforms such as LinkedIn, Instagram, Facebook, and YouTube.
2. **Graphic Design Skills:** The intern will create engaging and eye-catching graphics for social media and website use.
3. **Social Media Strategy:** The intern will work with the team to build and execute a comprehensive social media strategy, including competitive research, benchmarking, messaging and audience identification.
4. **Content Creation:** The intern will work with the team to create engaging and compelling content for social media, website, and newsletters, ensuring that all content is aligned with the brand's tone and messaging.
5. **Editorial Calendars:** The intern will assist in creating editorial calendars to plan and organize content for the company's social media channels.
6. **Metrics and Insights:** The intern will work with the team to capture and analyze social media metrics and insights to ensure that the company's social media efforts are effective and aligned with best practices.



Qualifications and Experience

- Bachelor's degree in Social Media Marketing or Digital Media, or similar discipline. Specialization in Marketing is considered an asset;
- Solid writing, editing (photo/video/text), presentation and communication skills;
- Fully computer literate;
- Excellent writing and communication skills;
- Fluent in written and spoken English, mastering Swahili or other languages is considered an asset;
- General Professional experience;
- Minimum 1 year experience in the field of communication/public relations/content production/marketing. Specific Professional experience;
- Minimum 1 year working experience in producing or actively contributing in online social media content and/or marketing-related activities;
- Sound understanding of major social media channels and platforms (minimum LinkedIn, Facebook, Instagram, Youtube, Twitter);
- Experience with SEO and SAE analytics and metrics-driven decision making;
- Working experience in similar industry would be an asset;
- Capacity to work within a creative team and in fast-paced, dynamic environment;
- Experience in working with different target groups and/or multipliers (civil societies, media, academia, government, business, other);
- Dynamic, motivated, highly committed, and honest.
- Has experience in using Video/Photo editing apps such as Filmora, Canva, Photoshop and Illustrator

The company offers great career opportunities.

Please make your application to hr@eprod-solutions.com