



AfricaFora - Digital Marketing Intern position

AfricaFora aims to promote and diffuse worldwide, of diverse **Black and African goods and services** (including culture). We pride ourselves in telling the diverse Black and African narratives. In this regard, we organise diverse trade and cultural events that counter the numerous a priori about Blacks and Africans while showcasing and celebrating our multiple rich heritage. Among our past events are:

- **1st Nigerian-South Africa International Day**. The event helped promote the historical bond between Nigeria and South Africa
- **Africa Economic and Cultural Week – Nzuko 2021**, a 3-day conference that brought together participants from many African as well as some European Friends of Africa countries, to commemorate the 2021 edition of Africa Day. It took place online from May 24 - 26, 2021
- **Nigeria Week – Wazobia² 2022**. This conference created a forum to ponder on issues that bring Nigerians together, to promote our diverse economic and cultural heritage, and also to showcase local innovations/inventions with the goal to attract investors through a series of annual summits and trade shows, to aid development in our communities.

We are looking for an enthusiastic bilingual (French & English) Digital Marketing intern, to manage our website and social media handles, with a background in international business.

The intern should be able to develop and implement our digital marketing strategies, manage our social media platforms (such as Instagram, LinkedIn, Facebook, Twitter, and YouTube), as well as conduct some market research. This part-time internship will help you to gain practical work experience from our various/diverse regular events, you will have a flexible timetable as you will mostly work from home, but with occasional meetings when necessary. Although the role will revolve around Digital Marketing, it would also expose you to other areas of interest.

Responsibilities:

- Create contents to attract and maintain community management: designing social media campaigns, respond to customer's comments or questions (Facebook, Twitter, LinkedIn, Instagram...).
- Manage and upgrade our company's website.
- Follow-up and improve SEO.
- Improve the digital marketing strategy

As a Start Up, we would need a polyvalent candidate, as responsibilities would include business development tasks.

Requirements:

- A relevant undergraduate degree, e.g. Business, Digital Marketing, etc.
- Strong attention to detail

- Ability to work independently
- Excellent writing skills and grammatical accuracy in both languages
- Organisational skills and willingness to learn
- Good user experience
- Understanding how to leverage brand and social media communities to yield revenue
- Ability to work under pressure and meet deadlines

This part-time internship is without pay and would be for a period of two months, there is the possibility to extend on a paid fixed-term contract of three months. This internship would be based remotely, but occasional physical meetings will take place, with strict adherence to the official government pandemic restrictions. The working hours are flexible and will be set with the internship supervisor.

The successful candidate must possess a stable Wi-Fi connection and a laptop/computer with a working camera and microphone.

Applicants must send their CV and a 1 page cover letter to admin@africafora.com by March 16th at 23.59.