



## Internship Description

Job Title:	Email Marketer / Copywriter Intern
Department:	Marketing & Communications
Location:	Virtual
Time Required:	8 hours/week

### Job Description

#### Position overview:

Asante Africa Foundation is seeking an Email Marketer / Copywriter with experience in creating email marketing strategy and writing engaging, persuasive email copy.

The candidate should also have an interest in analyzing email campaign performance, making recommendations to improve performance and executing those recommendations proactively.

#### Duties and Responsibilities include, but not limited to:

- Write email copy with the skill of securing more open and click rates
- Map out email campaigns and drip campaign strategies
- Perform A/B tests
- Analyze key performance metrics
- Optimize campaign performance
- Create campaigns in Mailchimp
- Upload leads data to Mailchimp and Salesforce. Improve linkages between the email communications tools and the salesforce data tracking abilities
- Architects email sequences and automations in Mailchimp
- Segments email lists while eliminating old data

#### Qualifications:

- Broad knowledge and experience in MailChimp (or equivalent tools) and Salesforce
- A certificate/degree in a marketing, analytics or related area is a must
- Preferred 1-3 years of experience in related field



## Internship Description

- Copywriting experience
- Must be a team player
- Must possess strong organizational, time management, and prioritization abilities
- Must be professional and detail oriented

### Why Join our Team:

- Directly impact Asante Africa's efforts to fund education-related projects that enhance knowledge, skills, and opportunities for hundreds of children in East Africa
- Be part of a highly-motivated nonprofit organization run entirely by volunteers
- Gain insight into the day-to-day operations of a nimble, results-orientated, high-growth nonprofit organization
- Have the opportunity to see your ideas and contributions implemented
- Build your resume and gain references for future employment opportunities

### ASANTE VOLUNTEER POSITION NOTES:

This role will start out as an internship with a small stipend and can develop into a larger role over time based on funds available and performance.

### How to apply:

Email a cover letter specifying the date of your availability, and your resume to [humanresources@asanteafrica.org](mailto:humanresources@asanteafrica.org).

Please put the Email Marketer / Copywriter Intern in the subject line.