



## Internship Description

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| Job Title:     | Website Content Creator/ Digital Marketing |
| Department:    | Marketing & Communications                 |
| Location:      | Virtual                                    |
| Time Required: | 8 hours/week                               |

### Job Description

#### Position overview:

We are seeking a highly motivated and detail-oriented marketing person who enjoys writing, has a visual eye for page layout and digital communication. You will work with a team to develop website content (new articles, stories from the field, short stories) that supports our new blog, periodic newsletters and external communications. Duties and Responsibilities include, but not limited to:

- Because this role requires a deeper knowledge of the organization and the ability to connect with many people, this role is an internship with specific commitments and deliverables as a part of the communications team.
- Responsible for developing a clear understanding of the role of Asante Africa Foundation, our partners and the children who benefit from our programs. They must then turn this knowledge into concise, clear marketing copy to be used on the website.
- Write, edit and publish content for the website using WordPress tools
- Create fresh content and stories with images for blogs, landing pages and social media posts to promote the organization and its current initiatives
- Brainstorm with the Marketing team for new ideas and strategies for engaging content
- Establish content style guidelines to ensure consistency, tone, and quality of work
- Provide editorial support where needed

#### Qualifications:

- 2-3 years or equivalent marketing, graphics design, and writing experience
- Wordpress or equivalent in website content creation
- Strong writing samples demonstrating ability to write persuasive website and marketing copy



## **Internship Description**

- Experience in marketing, web communications, and editing
- Eye for accuracy and keen awareness of deadlines
- Passion for Education for Children in tough environments and the regional interests of East Africa
- Experience in Marketing, Communications, Public Relations, Journalism or English

### **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:**

The position is part-time with an expectation of 2-3 days per week, for six months. This internship is in accordance with the rules and regulations of the Asante Africa Foundation Internship Agreement. Interns are not financially compensated but you will receive the benefits of a staff member having deliverables, performance reviews and training that will strengthen your resume significantly.

### **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 Website Content Creator and Digital Marketing.