

## Digital Marketing Intern at Akus Digital Solution

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

### Job Description

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Akus Digital Solution is a one-stop digital marketing agency based in Nairobi, Kenya. We provided Web design, SEO, Content marketing, Social media marketing, Branding, Paid search advertising, and Lead generation services to clients of all industries.

### About Job

Are you passionate about storytelling and have a flair for digital media?

Akus Digital Solution is excited to offer an internship position as a Digital Marketing Strategist. This internship provides a valuable opportunity to gain practical experience in the dynamic field of digital marketing.

We are in search of an exceptional and imaginative Digital Strategist to join our dynamic and thriving performance marketing agency. As a Digital Strategist, you will be at the forefront of shaping and executing comprehensive digital marketing strategies for our valued clients. Your expertise will be the driving force behind our campaigns, ensuring our clients achieve remarkable marketing outcomes

### Requirements

Currently enrolled in a university or graduated with a Bachelor's degree in marketing, business information technology, or a related field

Strong understanding of customer marketing principles and strategies, with a focus on customer retention and advocacy

Excellent written and verbal communication skills, with the ability to create compelling content and deliver engaging presentations

Solid knowledge of SEO, SEM, social media marketing, email marketing, and content marketing

Creative thinking and ability to generate fresh ideas for digital marketing campaigns.

Strong organizational skills and ability to manage multiple tasks and deadlines.

Self-motivated, proactive, and detail-oriented

### **Responsibilities**

We are looking for a Marketing Manager with the primary duty of overseeing all content marketing initiatives across various platforms and formats with a strong emphasis on digital

This person will be key in helping drive sales through traditional and digital platforms, drive customer retention, and have positive customer engagement

Provide vision, strategy, and campaign insight to integrated campaigns with emphasis on creating thoughtful, entertaining, cohesive copy for all channels including digital/social media

Work independently and as part of a team to come up with a range of ideas and executions for each project

Assist graphic design in conceptualizing innovative ideas based on strategy

Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts

Manage the quality of copywriting deliverables, ensuring they meet client expectations

Work closely with the sales team and team development leader on digital program development and implementation.

Generate, edit, publish and share content frequently on social media (original text, images, video) that builds meaningful connections and encourages community members to take action and engage

### **Benefits:**

Hands-on experience in digital marketing strategies and execution.

Mentorship and guidance from experienced professionals in the field.

Opportunity to work on real-world marketing campaigns and projects.

Networking opportunities with industry experts and professionals.

Stipend or compensation as per company policy

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