



CATEGORY	CONTENT
Mission Statement	<p>The purpose of the internship is to provide meaningful, professional hands-on experience to students with proven academic performance and leadership potential. Interns will have the opportunity for meaningful contributions to the host department's objectives while experiencing personal professional development.</p>
Qualification	<p>To qualify for an internship with the Kenya Scouts Association Headquarters internship programme, the following conditions must be met :</p> <ul style="list-style-type: none"> - Diploma in Communications & PR or its equivalent from recognized institutions of learning. - Be computer literate in standard software applications - Have a demonstrated keen interest in the work of the Kenya Scouts Association. - Have a demonstrated ability to successfully interact with individuals of different cultural backgrounds and beliefs, which include willingness to try and understand and be tolerant of differing opinions and views.
Competencies	<p>Core Competencies:</p> <ul style="list-style-type: none"> ➤ Firm grasp of social media tools and platforms including Facebook, Instagram etc. ➤ Completed or working toward a university degree, preferably in a related field - (Marketing/Communications, Advertising or Public Relations) ➤ Understanding of the basic principles of public relations and communications and/or marketing ➤ Must be computer literate ➤ Proficiency in Adobe InDesign and Photoshop highly desired. ➤ Knowledge of HTML, website content management and graphic design is a plus ➤ Possess excellent written and oral communication and interpersonal skills ➤ Genuine enthusiasm for creating compelling marketing materials



	<p>to support the Associations Brand and youth programme</p> <ul style="list-style-type: none"> ➤ Self-starter, good time management, creative, with ability to communicate in a professional manner ➤ Ability to work well independently, and within a team ➤ Commitment to the continuous improvement of service quality and the organization
Internship Duties	<ul style="list-style-type: none"> ➤ Assist in planning, writing and managing e-blasts and e-newsletters. ➤ Update organization website with current events, relevant news, etc. ➤ Design event/program fliers, graphics and other marketing material ➤ Update all bulletin boards around building on an ongoing basis ➤ Update and maintain KSA social media presence, including daily monitoring, posting, scheduling and reporting Facebook updates ➤ Provide input for creative marketing strategies and social media campaigns ➤ Manage editorial and event calendars ➤ Create online advertisements as needed ➤ Collaborate with staff on new ideas, directions, and tools for marketing and communications
Work schedule	As per the Association's Human Resource Manual
Method of compensation	<ul style="list-style-type: none"> ➤ As per the Association's Internship policy

Applications to be sent to:

nec@kenyascouts.org

Or

Delivered at the Kenya Scouts Association HQ – Rowallan Scouts Camp Nairobi.

By close of business 28th February, 2018