

JOB DESCRIPTION

Social Media Intern

Department: Marketing / Communications

Duration: 3–12 months

Reports to: Marketing Supervisor

Working Hours: Six (6) days per week

I. Position Summary

We are seeking a creative, enthusiastic, and detail-oriented Social Media Intern to support the company's digital marketing efforts. The successful candidate will be responsible for creating and editing professional, high-quality content that accurately represents the organization's brand and values across all digital platforms. The intern will also play a key role in growing the organization's social media presence, increasing brand visibility, and driving audience engagement through innovative and impactful content.

Why This Role Matters: Our social media presence is often the first interaction people have with our brand. This internship is a real opportunity to shape how the organization is perceived online and see the direct impact of your work through engagement, reach, and audience growth.

II. Key Responsibilities

Content Creation & Publishing

- Create, schedule, and publish professional and engaging content across social media platforms, including LinkedIn, YouTube, Instagram, Facebook, TikTok, and other relevant channels, ensuring alignment with brand identity and communication standards.
- Edit high-quality videos optimized for different social media platforms while maintaining a professional and consistent brand image.
- Design graphics, reels, stories, promotional materials, and short-form videos using appropriate design and editing tools.

Strategy & Growth

- Assist in implementing strategies aimed at growing the organization's social media presence, increasing followers, improving engagement, and strengthening brand awareness.
- Stay updated on current social media trends, emerging platforms, and best practices to recommend fresh and innovative content ideas.

Community & Engagement

- Monitor social media accounts by responding to comments, messages, and audience interactions where required.

Cross-Department Collaboration

- Collaborate with different departments to capture and develop content showcasing the organization's activities, products, services, and achievements.
- Assist with photography and videography during company events, campaigns, and other activities.

Reporting & Learning

- Track content performance using social media analytics and prepare reports with recommendations for continuous improvement.
- Present a brief weekly “content recap summary to the Marketing supervisor.

- Perform any other duties assigned by the supervisor in support of the organization's marketing and communications objectives.

III. Key Performance Indicators

Area	Indicator
Content Output	Volume and consistency of content published on schedule
Engagement Growth	% increase in followers, engagement rate, and reach across platforms
Content Quality	Brand guideline compliance; revision/rework rate
Reporting	Timeliness and accuracy of weekly and monthly performance reports
Reliability	Attendance, punctuality, and deadline adherence

IV. Qualifications & Experience

Education

Diploma or Bachelor's degree in Marketing, Communications, Journalism, Public Relations, Digital Media, Graphic Design, Film Production, or a related field.

Skills

- Proficiency in video editing software such as CapCut, Adobe Premiere Pro, Final Cut Pro, or Canva.
- Basic knowledge of graphic design tools such as Canva or Adobe Creative Suite is an added advantage.
- Excellent written and verbal communication skills.
- Creative, innovative, and detail-oriented with strong organizational skills.
- Strong storytelling and visual communication skills, with the ability to maintain brand consistency across all platforms.
- Analytical skills to evaluate content performance and recommend improvements.

Other

- A portfolio showcasing previous social media content, video editing, or digital marketing work is preferred.
- Familiarity with social media analytics and scheduling tools is an added advantage.
- Basic photography and videography skills are an added advantage.

How to Apply

Interested candidates should send their CV and Portfolio by 30th July 2026 to: jobs@redlandsroses.co.ke