



## Digital Communications Intern

### Overview

Amref Health Africa, a uniquely African organisation, was established in Nairobi in 1957 as the Flying Doctors of East Africa. Headquartered in Nairobi and with offices around the world, we ensure access to health care for the most vulnerable and marginalised people in sub-Saharan Africa. We improve access to life-saving health treatment, and prevent diseases through community health education. Amref Health Africa's work and reputation have grown in size, scope and influence over the past 60 years, elevating Amref Health Africa's international reputation as the leading health development organisation in Africa.

The Digital Communications Intern will implement the organisation's digital strategy. The strategy sets out to increase awareness of our global and Kenya Country Office based in Nairobi, Kenya, engagement with other global stakeholders on African health issues, target audience participation and engagement in events and campaigns, and to help cultivate long-term relationships with our stakeholders.

### Responsibilities

Amref Health Africa intends to deepen its understanding of the profile of its target audiences. The Digital Communications Intern will work directly with the Communications team to lead this effort.

#### Specific activities include:

- Analyse and interpret analytics from the website, email newsletter platform, social media profiles
- Conduct a website survey that provides insights into our visitors, how they prefer to be engaged, and what motivates them to become involved
- Leverage insights from the previously-mentioned research to lead the creation of strategic audience personae

#### Specific activities will include:

- Provide recommendations to improve the organisation's website and online presence
- Execute a search engine optimisation plan to improve visibility in Google for key queries
- Assist with coordinating the editorial calendar on digital platforms
- Optimise Google AdWords campaigns in order to advance the goals described in the digital communications strategy
- Manage analytics tracking tags to improve online activity monitoring and performance

### Knowledge, Skills and Abilities

- Support for Amref Health Africa's vision for lasting health change in Africa
- Working knowledge of planning, managing and executing digital media programmes and initiatives
- Experience creating content for web, social and digital channels

- Analytical mindset with strong logical thinking skills
- Understanding of SEO/SEM
- Experience with HTML/CSS
- Google Analytics preferred
- Strong writing and oral communication skills
- Strong internal and external relationship building skills
- Ability to manage multiple projects, priorities, and deadlines
- Proficiency in computer and Microsoft Office Suite programmes and the Google Environment
- Ability to work with Adobe Creative Suite applications will be an added advantage

### **Education and Experience**

- Pursuing a university degree or college diploma in communications, digital media, media, or in a related field with a high degree of logical and analytical rigour

### **To Apply**

Submit your **resume**, **cover letter** and **links to any social media profiles** or **website portfolio** items to: [Internship-KCO@Amref.org](mailto:Internship-KCO@Amref.org)