



Resource Mobilization Unit

Job Title: Social Media and Content Creator (Intern)

Reports to: Head of Resource Mobilization

Department: Resource Mobilization

Job Type: Contract

Job Summary:

We are seeking a talented and creative social media and Content Creator to join our fundraising team. You will be working with the media and communications officer and in this role, you will be responsible for developing and implementing our social media strategy, creating compelling content, and driving engagement across various social media platforms. You will also be responsible for crafting persuasive and on-brand copy for various marketing materials.

Key Responsibilities:

Social Media Management / Content Creation:

- Researching and staying updated on industry trends and topics.
- Planning and creating a content calendar.
- Generating ideas for blog posts, social media updates, videos, or other content formats.
- Writing, editing, and proofreading content.
- Conducting keyword research and optimizing content for search engines.
- Creating visuals such as infographics or images to accompany content.
- Managing and scheduling social media posts.
- Engaging with followers and responding to comments or messages.
- Collaborating with other team members or departments on content ideas.
- Analyzing and monitoring the performance of content using analytics tools.
- Making adjustments based on data and insights to improve content strategy.
- Staying updated on new tools and platforms for content creation.
- Conducting interviews or gathering information from subject matter experts.
- Attending meetings or brainstorming sessions with the marketing team.
- Collaborating with designers, photographers, or videographers for multimedia content.
- Work with the media and communications officer to produce high-quality, engaging, and visually appealing content (including text, images, videos, and graphics) that resonates with our target audience.



- Collaborate with the design team to create visually stunning social media assets.
- Develop and maintain a content calendar to ensure consistent posting and storytelling.

Qualifications:

- Bachelor's degree in Marketing, Communications, Journalism, or a related field (or equivalent experience).
- Proven 2-3 year of experience managing social media accounts and crafting engaging content.
- Exceptional writing and editing skills with a keen eye for detail.
- Proficiency in social media management tools and analytics platforms.
- Creative thinking and the ability to generate innovative ideas.
- Excellent communication and interpersonal skills.
- Ability to work independently, meet deadlines, and adapt to a fast-paced environment.
- Graphic design skills (e.g., Photoshop, Canva) and video editing skills are a plus.