

Job Framework- Marketing Intern

General Purpose of the role

This post reports to the Marketing Officer. The position will be responsible in providing support to the Commercial Opportunities and Marketing department.

The main role of the Marketing Interns is to assist with all activities pertaining to the marketing needs of the organisation.

The strategic purpose of the Department is: Strategic exploitation of commercial and marketing opportunities benefitting the fulfillment of MSK's mission.

| Job Title: | Location: | Reporting to: | Salary |
|--------------------|-----------|-------------------|--------|
| Marketing Intern | Nairobi | Marketing Officer | |
| Contract Type | | | |
| Temporary 3 months | | | |

Marie Stopes Kenya is an NGO registered in Kenya. We are affiliated to Marie Stopes International. Together we deliver safe abortion, quality sexual and reproductive health care and family planning to millions of the world's poorest and most vulnerable women. We want to make sure that women have a choice when it comes to having children and that death by unsafe abortion is reduced.

The primary responsibility of this role is to further our Goal: **THE PREVENTION OF UNWANTED BIRTHS** and its mission of ensuring the individuals right to: **CHILDREN BY CHOICE NOT CHANCE**

The post holder commits to and is held accountable to Marie Stopes International global core values:

| mission driven | customer focused | results orientated | pioneering | sustainable | people centered |
|--|------------------|--------------------|------------|-------------|--|
| Key Responsibilities | | | | | Measure |
| <p>The post has the following responsibilities:</p> <ul style="list-style-type: none"> • Together with the marketing officer, work with the assigned design agency on the marketing communication materials in line with the organization's brand guidelines. • Offer support to channel teams in holding campaigns in universities/colleges, organized groups, public and work places. • Providing linkage and visibility during activities and events within the country that will give MSK brand visibility and recognition. | | | | | <ul style="list-style-type: none"> • Designs of communication materials that adhere to the brand guidelines are in place. • Marketing campaigns are held successful and impact demonstrated. • Brand visibility activities are successfully conducted and an increase in brand visibility demonstrated. |

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| <ul style="list-style-type: none">• Coordinate the planning, sourcing and distribution of marketing communication material for use by all channel teams.• Maintain records for all CMAs and CHVs• File all reports for field activities• Perform administrative functions that will include ensuring advance requests and surrenders are timely and orderly | <ul style="list-style-type: none">• All channels have the required marketing communication materials.• Timely provision of reports• Up to date databases for CMAs and CHVs |
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Knowledge skills and attitude

Qualifications:

- Bachelor's Degree in marketing / sociology /communications, media, PR / business administration or any other related field

Experience, skills and attributes:

- Knowledge or experience in developing marketing communication tools for a variety of audiences, especially for healthcare and non-profit organizations, either professional or voluntary in nature.
- Advanced computer skills
- Ability to do design work is highly desirable.
- Ability to coordinate and communicate with cross-functional teams from different departments and locations.
- Dynamic, ambitious, flexible, and quickly adaptable.
- Able to prioritize workload and work to deadlines with quick turnaround
- Project planning for strategic sets of activities
- Good record keeping skills, with ability to track and follow up on various requests
- Demonstrate high attention to detail and ability to follow through the tasks to completion

Attitude / Motivation:

Successful performance at MSI is not simply defined in terms of 'what' people achieve, but equally is about 'how' people go about their jobs and the impact that they have on others. There are 13 key behaviours that MSI encourages in all employees and they are defined below:

- **Initiative**
Thinking ahead and taking action to make the most of opportunities by finding the optimum solution
- **Innovative**
Thinking creatively and outside of the box so that ideas generated create a positive outcome
- **Effective Communication**
Communicating through active listening and good questioning techniques, using appropriate body language, ensuring information is clear and concise.
- **Responsive**
Being responsive to changing priorities and demands

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- **Working Efficiently**
Planning, prioritising and organising work to ensure work is accurate and deadlines are met
- **Sharing Information**
Sharing information and knowledge whilst maintaining confidentiality
- **Focus on Learning**
Taking responsibility for keeping knowledge and skills updated and for seeking opportunities to develop further
- **Commitment**
Awareness and understanding of goals, vision and values and how your role impacts on this and going the extra mile to meet role requirements
- **Driven**
Drive and determination to deliver results
- **Accountable**
Taking responsibility for appropriate decisions that you make, and the actions and behaviour you demonstrate
- **Embracing Change**
Openness to embracing change within the organisation and being able to adjust plans/activities accordingly
- **Motivated**
Motivation towards achieving quality results to maximise potential
- **Team Player**
Working as part of a team by being supportive, flexible and showing respect for each other

How To Apply

Applications quoting the position title with detailed CV, with contact details of 3 referees (1 of which should be immediate, 1 former supervisor and any other) should be submitted to: pd@mariestopes.or.ke on or before August 12, 2019. The subject of the email should read **Marketing Intern**.

Do not attach certificates and testimonials. Marie Stopes Kenya is an equal opportunity employer and does not ask for fees at any stage of the recruitment process. Only shortlisted candidates will be contacted.