



Internship Opportunity: Digital Marketing (6-Month Program)

Power Providers is seeking a motivated and experienced intern in the field of Digital Marketing. The ideal candidate should have a strong understanding of social media platforms and a proven ability to optimize company presence, enhance brand visibility, and respond quickly to business needs.

Qualified candidates are invited to submit their applications via the provided Google Form by **February 3rd, 2025**. Only shortlisted applicants will be contacted for further steps.

Qualifications:

1. Bachelor's Degree in a relevant field.
2. Active experience preferred
3. Proficiency in English, both written and spoken.

Responsibilities

- **Social Media Management:** Regularly post updates (at least once a month) on Power Providers' social media pages, including the use of Facebook Ads to reach a broader audience.
- **Engagement and Follow-ups:** Ensure timely follow-up on all replies and messages received on our social media accounts, engaging with potential customers and inquiries effectively.

- **Email Marketing:** Add new leads to the Mailchimp email list and send targeted campaigns at least every three months to keep the audience informed and engaged with Power Providers' performance.
- **Community Outreach:** Post updates on community-focused platforms like the "All About Arusha" Facebook page and Arusha Mailing List Google Group at least once a month to increase local visibility.
- **SEO and Online Reach Optimization:** Continuously assess and implement strategies to enhance Power Providers' SEO, driving more traffic to the website and expanding online presence.
- **Graphic Design Coordination:** Maintain regular contact with the external graphic designer to ensure timely creation of updated or new visuals for digital marketing campaigns.
- **Digital Strategy Development:** Design and execute effective online marketing strategies that promote solar products and services, with a focus on driving conversions and brand awareness.
- **Marketing Material Management:** Ensure that adequate quantities of promotional materials, including flyers, business cards, and staff uniforms, are available for events, exhibitions, and customer interactions.

Remuneration.

The internship program is designed to run for a duration of six months, during which the selected intern will receive a monthly incentive of **TZS 200,000** as remuneration. This stipend is intended to support the intern throughout the program as they contribute to the organization's objectives and gain valuable hands-on experience in their field. Applicants residing in Arusha will be given first priority.

[APPLY HERE](#)