



Available Internship Positions at Kenya Diaspora Alliance

KDA is a confederation of 60+ Kenya Diaspora Organizations with its secretariat based in Nairobi Kenya. An opportunity has arisen to recruit the following personnel for internship in the organization:-

i) Sales Assistant

Reporting to the Sales and Marketing Manager

Position Overview:

As a Sales Assistant, you will be responsible for generating leads, qualifying prospects, and closing sales through phone calls, emails, and online presentations. This role involves building and maintaining strong relationships with partners, understanding their needs, addressing concerns, communicating the value of KDA's products and services and proposing additional products or services while nurturing and expanding relationships with existing clients. You will also play a critical role in ensuring your positive contribution for the smooth operation of the sales team. This role involves providing administrative support, managing documentation, and coordinating internal processes to facilitate efficient sales operations. You will be responsible for aiding and support to external partners. This role involves managing partner relationships, addressing inquiries, and ensuring that partners have the necessary resources to meet sales targets. responsible for. You will collaborate closely with partners and internal teams to ensure customer satisfaction and retention.

Responsibilities:

- Conduct outbound calls to potential clients and follow up on inbound sales inquiries.
- Qualify leads and assess customer needs to provide suitable solutions.
- Present and demonstrate products or services via virtual meetings.
- Achieve and exceed sales targets through effective sales techniques.
- Develop and maintain relationships with assigned clients.
- Understand clients' business needs and propose appropriate solutions.
- Collaborate with sales and support teams to ensure client satisfaction.
- Identify upsell and cross-sell opportunities.
- Maintain accurate and up-to-date records in the CRM system.
- Assist in the preparation of sales proposals and presentations.
- Manage and organize sales documentation and contracts.
- Coordinate communication between sales team and other departments.
- Provide administrative support to the sales team.
- Monitor and report on sales-related activities.
- Analyze sales data to identify trends and opportunities.



- Prepare and present regular reports on sales performance.
- Conduct market research to inform sales strategies.
- Act as the main point of contact for partners.
- Provide product and sales requirement training to partners *(on what they need to submit for their promos, etc.)*.
- Address partner inquiries and concerns in a timely manner.
- Collaborate with internal teams to ensure partner success.
- Monitor and report on partner performance.

Qualifications:

- Proven experience in inside sales or a related field with experience in Sales Analysis or in a related analytical role.
- Excellent communication, presentation and interpersonal and relationship-building skills.
- Goal-oriented with a strong desire to succeed.
- Results-driven with a focus on client satisfaction
- Proven experience in sales support or a related administrative role.
- Strong organizational and multitasking skills.
- Attention to detail and accuracy.
- Proficiency in Microsoft Office, Data Analysis tools and CRM software.
- Ability to work collaboratively with cross-functional teams.
- Strong analytical and quantitative skills.
- Ability to translate data into actionable insights.
- Ability to understand complex client requirements.
- Proven experience in partner support or a related field.
- Ability to provide effective training and support.
- Excellent communication and problem-solving skills.

Skills that give added advantage:

Business development, Presentation skills, Grasp or appreciation of Diaspora affairs.

How to Apply:

If you meet these criteria and self-driven to join this dynamic team, please write (with copies of your testimonials and names and contacts of at least 2 referees) to:-

The Chairperson

Kenya Diaspora Alliance (KDA)

Email: info@kda.global

Application Deadline: 3rd March, 2024

The Kenya Diaspora Alliance is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.



ii) Content Creator

Reporting to the Sales and Marketing Manager

Position Overview:

KDA is a confederation of 60+ Kenya Diaspora Organizations with its secretariat in based in Nairobi Kenya. We are currently seeking a creative and motivated Content Creation Intern to join our dynamic marketing team. This is an excellent opportunity for someone passionate about storytelling, visual design, and digital content creation to gain hands-on experience in a fast-paced environment.

As a Content Creation Intern, you will be responsible for crafting compelling copy, creating visually appealing graphics and videos, and editing content to support our marketing campaigns and digital presence. You will collaborate with our marketing team to develop content that resonates with our target audience (Kenyan Diaspora) and aligns with our brand's voice, objectives and core values.

Key Responsibilities:

- Generate engaging and original content for a variety of platforms including websites, blogs, social media, and email campaigns.
- Design visually appealing graphics and videos to complement textual content and enhance the user experience.
- Edit and proofread content to ensure it is grammatically correct, engaging, and in line with our brand's standards.
- Collaborate with the marketing team to brainstorm content ideas and develop content strategies.
- Assist in managing content calendars and ensure timely publication of materials.
- Measure and report on the performance of content marketing activities to inform future strategies.
- Stay up-to-date with current industry trends and best practices in content creation and digital marketing.

Qualifications:

- Currently pursuing or recently completed a degree in Marketing, Communications, Graphic Design, Multimedia, or a related field.
- Strong copywriting and editing skills, with an ability to produce clear and compelling content.
- Proficiency in graphic design and video editing software (e.g., Adobe Creative Suite, Canva, Final Cut Pro).
- Creative and innovative thinker with attention to detail.
- Ability to work independently and collaboratively in a team environment.
- Excellent organizational and time-management skills.
- Familiarity with social media platforms and digital marketing strategies.
- Proficiency in animation is a plus.

What We Offer:



- The opportunity to work with a talented team and contribute to the success of Kenya Diaspora Alliance.
- Hands-on experience in content creation and digital marketing.
- A supportive learning environment where creativity and innovation are encouraged.
- Exposure to industry best practices and the latest digital marketing tools.

How to Apply:

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iii) Social Media Management

Reporting to the Sales and Marketing Manager

We are seeking a motivated and creative individual to join our team as a Social Media Management Intern. This internship offers an exciting opportunity to gain hands-on experience in managing social media platforms for a dynamic and growing business. The ideal candidate should have a strong interest in social media trends, digital marketing, and possess excellent communication and organizational skills.

Responsibilities:

- Assist in creating and implementing social media marketing strategies across various platforms (e.g., Facebook, Instagram, Twitter, LinkedIn).
- Creating captions for social media graphics and videos
- Help manage and schedule content for social media platforms, ensuring consistency and alignment with the brand's voice and image.
- Engage with followers and respond to comments, messages, and inquiries in a timely and professional manner.
- Monitor social media analytics to identify trends, gain insights, and develop recommendations for optimizing content and engagement.
- Conduct research on industry trends, competitive analysis, and audience demographics to inform social media strategy and content creation.



- Collaborate with the marketing team to develop and execute social media campaigns, contests, and promotions.
- Stay up-to-date with the latest social media trends, tools, and best practices to propose innovative ideas for content creation and engagement.
- Assist in tracking social media metrics and preparing reports on key performance indicators (KPIs) to measure the effectiveness of social media efforts.

Requirements:

- Strong knowledge and understanding of various social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Excellent written and verbal communication skills, with a keen eye for detail and ability to adapt the brand's tone of voice.
- Familiarity with social media management tools (e.g., Hootsuite, Sprout Social) is a plus.
- Basic design skills and knowledge of graphic design tools (e.g., Canva, Adobe Photoshop) to create visually appealing graphics and posts.
- Demonstrated ability to work independently and collaboratively, with strong organizational skills and attention to deadlines.
- A solid understanding of digital marketing principles and best practices.
- Availability to work flexible hours, including occasional evenings and weekends to accommodate live event coverage or time-sensitive campaigns.
- Experience with content creation, including writing engaging and shareable copy, is desirable.
- A college degree graduate is a plus

Benefits:

- Gain hands-on experience in managing and executing social media strategies in a real-world business setting.
- Develop valuable skills in social media analytics, content creation, and community management.
- Collaborate with a supportive and experienced marketing team to expand your understanding of digital marketing practices.
- Build a strong professional network and connect with industry professionals.
- Flexible work hours to accommodate academic schedules.
- Potential for a letter of recommendation upon successful completion of the internship.

How to Apply:

If you are a self-motivated and creative individual with a passion for social media management and digital marketing, this internship offers an exciting opportunity to grow and develop your skills. Join our team and contribute to the success of our brand's social media presence. Apply now to become a part of our dynamic marketing team!

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iv.) IT Intern

Reporting to the IT Manager

As an IT Intern at Kenya Diaspora Alliance (KDA), you will have the opportunity to gain practical experience in various aspects of Information Technology. You will work closely with our IT team to support the organization's technology infrastructure and contribute to the development and implementation of IT solutions to meet business needs.

Key Responsibilities:

- Assist in the installation, configuration, and maintenance of hardware and software systems.
- Provide technical support to end-users, troubleshooting hardware and software issues.
- Assist in the administration of network and server systems, ensuring optimal performance and security.
- Assist in the development and maintenance of IT documentation, including system configurations and user guides.
- Support IT projects, including software development, system upgrades, and technology deployments.
- Stay updated on emerging technologies and trends in the IT field, making recommendations for improvements.
- Collaborate with team members to identify areas for process improvement and implement solutions.
- Adhere to company policies and procedures regarding IT security and data privacy.

Key Performance Indicators (KPIs):

- Timely resolution of IT support tickets.
- Adherence to IT best practices and standards.
- Completion of assigned IT projects within specified timelines.
- Positive feedback from end-users regarding quality of technical support.



- Contribution to the development of IT documentation and knowledge sharing.
- Effective communication and collaboration with team members.
- Continuous learning and professional development in the IT field.
- Maintenance of IT systems and infrastructure to ensure high availability and reliability.

Qualifications:

- Currently pursuing a degree or diploma in Information Technology, Computer Science, or related field.
- Strong problem-solving skills and attention to detail.
- Good understanding of computer hardware, software, and networking concepts.
- Ability to work well independently and in a team environment.
- Excellent communication and interpersonal skills.
- Basic knowledge of programming languages (e.g., Python, Java) is a plus.
- Familiarity with ITIL framework and IT service management practices is a plus.

How to Apply:

If you are a self-motivated and creative individual with a passion for IT, this internship offers an exciting opportunity to grow and develop your skills. Join our team and contribute to the success of our brand's social media presence. Apply now to become a part of our dynamic marketing team!

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