



Offer: Professional Internship (1)

Position: Professional Marketing Intern (1)

Host Company Name: ArcPower Ltd

Address:

KG 603 St, Kigali.

Duration: 6 months

Professional Internship Start Date: November 4, 2024

Monthly Stipend given to professional intern:

- 100,000 Frw covered by EPD

Priority: Fresh Graduates: (Not more than 2 years sharp after graduation)

Note: Female are also encouraged to apply

About the Host Company: Visit their website: <https://www.arcpower.co/>

Position Overview:

The successful candidate will be a proactive and creative individual focused on supporting various marketing initiatives. The Professional Intern will play a crucial role in gathering content, including photos and videos, of our operations, team, local events, and other relevant activities. Additionally, the Professional Intern will be responsible for proposing potential social media content by drafting compelling stories and media based on events related to the company.

The successful candidate will have regular guidance from our Marketing team, in order to gain experience in the development of a marketing strategy and build a library of high quality content for social media, presentations and any other materials used to promote the Company.

Key responsibilities:

- Collaborate closely with the Marketing team to understand marketing objectives and priorities.
- Gather high-quality photos and videos of company operations, team members, local events, and other requested content.
- Assist in organising and coordinating photoshoots or video shoots when necessary.
- Edit and enhance photos and videos to ensure they meet brand standards and effectively communicate the desired message.
- Maintain an organised database of all marketing content for easy access and retrieval.
- Monitor industry trends and local events to identify opportunities for relevant content creation.
- Develop creative and engaging social media content ideas based on company events, initiatives, and industry news.
- Draft compelling stories, captions, and media descriptions to accompany social media posts.



- Collaborate with the Marketing Team to ensure timely and consistent delivery of content across all social media platforms.
- Assist in monitoring and analysing the performance of social media content, providing insights and recommendations for optimization.
- Support other marketing initiatives and projects as needed.

Skills & Qualifications:

- Advanced Diploma, Bachelor's or Master's degree in Marketing, Communications, or related field.
- Proven experience in content creation, photography, videography, or social media management.
- Proficiency in photo and video editing software (e.g., Adobe Photoshop, Adobe Premiere Pro).
- Excellent written and verbal communication skills.
- Strong creative thinking and problem-solving abilities.
- Ability to work independently and as part of a team in a fast-paced environment.
- Knowledge of social media platforms and trends.
- Attention to detail and a commitment to producing high-quality work.
- Prior experience working in Rwanda or knowledge of the local culture and events is a plus.

Benefits:

- Gain hands-on experience in a dual-organization setting.
- Access to mentorship from experienced professionals committed to your development.
- Collaborate with an experienced team and contribute to strategic business growth.
- Opportunities for professional development and networking.
- Work on impactful projects focused on sustainability and renewable energy.
- Potential for long-term career opportunities within the company upon successful completion of the internship. (e.g: Job, etc)

Application:

- **Application Deadline:** October 22, 2024
- **[Apply Here](#)**

Candidate selection & date:

- Shortlisted : October 23-24, 2024.
- Interview call & confirmation email: October 25, 2024
- Interview Period: 28th-31st October, 2024
- Onboarding: November 4, 2024.