

INTERNSHIP ONLINE MARKETER WINNAZ

Number of position available: 1

Location: Kigali

Timing:

- Starting date: as soon as possible
- Duration 4 months
- Monday morning 9 – 5 pm
- Wednesday morning 9 – 5 pm
- Thursday afternoon 12 – 5 pm

Executive summary

Hollanda FairFoods Ltd. is a company located in Musanze, Karwasa cell, on Cyanika road. It's the first company to make crisps/ chips professionally called WINNAZ. We are the only chips producer who uses sunflower oil and biodegradable packaging. Winnaz chips can be found in every shop, alimentation and supermarket, Winnaz chips are found in exclusive place like airport, Cercle and Carwash. We are in all cities out of Kigali and Winnaz chips just explore its business to Kampala Uganda.

Students will get trip to factory and have full access to the website and Social Media.

Web: www.hollandafairfoods.com, Facebook: Winnazworld

Performance objectives:

- Develop online plan for Winnaz chips. How to reach- and engage our audience via internet.
- Clear monitoring and evaluation plan to measure the success
- Daily work: update website and communicate via social media

Learning objectives:

- Student will get an insight of a new young scale up company in snack industry
- Skills in (online) marketing and branding
- Interacting with the general public
- managing multiple tasks
- Get experience to work in a scale up company with international colleagues.

Time commitment:

Applicants must be available for 3 days a week (Monday, Wednesday and Thursday)

Compensation:

Company will pay transport, airtime and some compensation.

Requirements:

- We do not require years of work experience, but are looking for someone who has experience with social media.
- A strong knowledge of English (both written and spoken).
- A strong knowledge of Kinyarwanda (both written and spoken).
- Experience in film and photography for (social) media. You do not have to be an expert, but we are looking for someone who knows the basics and can put together small Instagram or snapshot type of videos and who know which type of photos work on (social) media.
- Strong writing skills. You know how to capture the essence of a brand and understand the power of storytelling.
- Experience working in the FMCG (Fast Moving Consumer Goods) sector will be considered a plus.
- A personal and professional passion for social media and a track-record in terms of social media audiences.
- Student must have a laptop
- Student do not need to come to office of Winnaz everyday
- Customer experience, whether in a shop, restaurant or a business is considered an advantage. We're looking for someone who understands the importance of great customer service.

To apply:

Send a cover letter and CV in English to jdekker@hollandafairfoods.com & kalimba.celestin@gmail.com and copy careers@kepler.org by 5 pm 11/05/2015. We anticipate that interviews will take place on Friday 13/05/2016 at 12 am.