

JOB OPPORTUNITIES

The Federation of Kenya Employers (FKE) is the national umbrella organization for employers in Kenya and its key mandate is to promote the interests of employers. FKE seeks to ensure that national labour and social policy provides an environment favorable to enterprise sustainability and job creation. We are seeking to engage enthusiastic, and results driven professionals to fill the following position.

1. DIGITAL MEDIA INTERN – DM/8/2024

FKE hosts BUSINESSAfrica Employers Confederation which is the Employers' body and the voice of employers in Africa focusing on labour, employment, and social policy issues.

BUSINESSAfrica seeks to recruit and train a Digital Media Intern to support in implementation of the Business Africa digital media strategy for supporting the secretary General and member communications, corporate event management, effective media, and publicity programs.

KEY RESPONSIBILITIES

- Create content for social media messaging, web-optimization for BUSINESSAfrica.
- Design social media infographics and videos for BUSINESSAfrica's social media usage.
- Monitor trends, listen, update, and respond to FKE followers on social media platforms as per guidelines.
- Update the contact details of all Business Africa members.
- Update all BUSINESSAfrica social media platforms.
- Capture all events (images and video) involving BUSINESSAfrica and publish them on all Business's social media platforms as per guidelines.
- Drafting Articles and opinion pieces on current issues.
- Utilize Search Engine Optimization (SEO) guidelines to drive web traffic and boost the reach of the different articles.
- Proofread and edit pieces before publication to ensure quality work is produced.
- Perform other related duties as assigned.

QUALIFICATIONS AND EXPERIENCE

- A bachelor's degree in PR & Communications/ Media
- Excellent written and spoken communication in French and English
- 1 Year of relevant work experience
- Excellent writing, editing (photo/video/text) skills
- In-depth knowledge, understanding and experience of social media platforms, their respective participants (Facebook, Twitter, Instagram, and YouTube etc.) and how each platform can be deployed in different scenarios by a corporate.
- Design knowledge and experience in utilizing Canva and Zoho will be an added advantage

KEY SKILLS, COMPETENCIES AND DESIRED ATTRIBUTES

- Excellent Presentation, communication and writing skills
- Innovative, creative, and adaptable
- Presentable and confident
- A team player
- A fast learner, organized and goal-oriented person
- Commitment to service

APPLICATION PROCESS

Interested candidates who meet the above requirements should submit their cover letter, a detailed Curriculum Vitae with three professional referees, current and expected salary and provide work samples or portfolios where applicable. Applications should be sent through: Recruitment@fke-Kenya.org indicating the job title and reference number on the subject line to reach us no later than **August 16, 2024**. Only shortlisted candidates will be contacted.

FKE is an Equal Opportunity Employer.

**Executive Director & Chief Executive Officer
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