



## **Internship - Digital Marketing Manager**

To start in February 2020

Cofundie ([www.cofundie.com](http://www.cofundie.com)) is a tech startup based in Ghana and Nigeria providing financing for the development of buildings using alternative materials and techniques. We are building Africa's first financial institution working to mainstream the use of alternative materials as a means of solving the housing crisis in West Africa.

### **Job Description**

Your primary responsibility is to increase awareness and engagement with the company through digital and social media channels like Facebook, Instagram, Twitter and LinkedIn. You will work directly with the CEO to implement the company's digital marketing strategy across all platforms. Your responsibilities include:

- Research content related to real estate, investing, finance, and sustainability
- Create content for our blog and all social media channels (blog posts, infographics, creatives, videos, etc.)
- Manage social media calendar (Facebook, Instagram, Twitter and LinkedIn) and post regularly on all channels
- Brainstorm and suggest campaign and promotional ideas (creative minds welcome!)
- Analyze analytics to gauge the success of campaigns
- Research and write blog posts
- Attend networking events together with founders

Cofundie offices are currently located in East Legon, Accra, Ghana. However outstanding applications from candidates outside this area will be considered for remote work.

### **Experience & Skills**

- Bachelor's Degree in a business-related area (e.g. Marketing, Communications) preferred; or equivalent work experience in a media-related business or in a startup
- Must have prior experience in or deep interest in digital marketing
- Social media savvy, with active personal accounts across the popular social media channels (Facebook, Instagram, Twitter & LinkedIn)
- Fluent in English
- Ability to write professional and well-researched articles (previously published articles on any topic are a plus)
- Highly motivated, self-starting individual with initiative and drive to succeed
- Successful track record of pushing past rejection and achieving results
- Strong networking and community involvement skills
- Eagerness to learn, continually seeking to improve digital marketing skills
- Strong time management and follow up skills, ability to work with deadlines
- Computer and software experience with Google sheets, docs & slides

## **Benefits**

- You will have the opportunity to create impact in a newly funded startup that is disrupting the real estate space
- After a period of onboarding, you will have your own areas of responsibility with the potential to grow
- You will work directly with the CEO of the company in a small team
- You are expected to work 20-25 hours per week, but working hours are flexible
- Regular team events

## **How to apply**

Send your CV and a short motivation letter to [info@cofundie.com](mailto:info@cofundie.com). Title the email "Application for Intern Digital Marketing Analyst position".

In the body of the email, you can attach links to any published article you have written (your personal blog also counts) and personal social media accounts.