

Job Title: Marketing Intern

Company: JamaFo Jamaican Brands LTD

Location: Kingston, Jamaica

Job Type: Part-Time

Below are the expected duties and responsibilities of JamaFo Jamaican Brands Marketing Intern.

The following applies to all JamaFo Jamaican Food Brands:

DUTIES

- Assist in monitoring and handling all social media platforms and online assets
- Create ads for Facebook, Instagram and Google
- Create weekly reports on the status of our marketing campaigns
- Create blog and social media posts based on Content Marketing Calendar 2024
- Develop creatives for online and offline campaigns
- Keep up to date on the latest social media and marketing news and trends
- Keep up to date on the latest digital marketing trends and industry shifts
- Identify leaders/influencers and engage them in brand activities
- Ensure proper messaging is being executed online
- Assist with website copywriting, proofing and updating as needed

QUALIFICATIONS

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details
- Ability to multitask in a fast-paced environment
- Ability to meet deadlines and to anticipate the next steps or needs
- Work effectively both independently and as part of a team
- Be available for at least 24 hours per week
- Pursuing a Bachelors or Associates Degree in Marketing, Communications, or Business Management or a related/similar field
- Understands and can utilize emerging platforms, digital media, and web/social media management and measurement tools (e.g. HootSuite, Google Analytics)
- Experience using Canva or Adobe Creative Suite
- Strong working knowledge of email marketing applications (e.g. Mailerlite)
- Strong desire to learn along with a professional drive

- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of Google Drive
- Familiarity with marketing computer software and online applications (e.g. CRM tools, Online analytics, Facebook Ads, and Google Adwords)
- Passion for the marketing industry and its best practices

Compensation: We offer a very competitive compensation package for interns. Successful candidates will be provided with the details.