

**Posting Title:** Communication Internship  
**Department/Office:** Communication Department  
**Duty Station:** Nairobi

### **Background**

The National Taxpayers Association (NTA) is an independent, non-partisan organization focused on promoting good governance in Kenya. Since 2006, NTA has been implementing programmes focused on enhancing public accountability through monitoring the quality of public service delivery and the management of devolved funds. It has achieved this through the development of social accountability tools (Citizen Report Cards), civic awareness, citizen capacity-building, partnerships with government agencies, service providers, private sector, civil society and community action groups.

Through its internship program, NTA provides interns with an overview of its strategic program areas and gives them the chance to work alongside NTA staff members in an engaging and educational environment. For this reason, NTA is accepting applications from suitably qualified candidates for the position, for a period of three months, with the possibility of an extension.

### **Position Purpose**

The intern will work closely with the staff in the department while being exposed to the following areas to develop their skills: -

- Strengthen brand identity of NTA by developing communication products that include digital media, reports, publications, flyers, posters, etc.;
- Develop, execute and report on social media engagement plans;
- Create concepts and ideas to visually communicate our projects goals;
- Ensure content and design align with the house style and brand;
- Engage in internal communications activities for broad exposure to the organization.
- Support institution development and communication through a variety of tools, techniques and resources e.g. media pitching, website presence, promotional materials;
- Analyze and optimize monthly social engagement analytics and ad performance on all platforms; and
- Develop and manage online fundraising and policy influence campaigns.

### **Qualifications**

Applicants should have;

- Bachelor's degree in Communications/Journalism/Media/Graphic design/Marketing or a relevant field of study;
- Basic experience/knowledge in using X, Facebook, Instagram, LinkedIn and email as channels to provide a compelling and inspired sense of an organization's mission to a broad range of audiences;
- Experience with social media design tools;
- Understanding how social media plays a role in policy change campaign to contribute to a unified vision of campaigns;
- Passionate learner and self-starter (should be comfortable owning your projects and have a 'learner focused' mindset);

- Excellent written and spoken English and Kiswahili;
- Strong ethics with ability to manage confidential data;
- Good written, oral communication and report writing skills;
- Good time management and organizational skills; and
- Must have the ability to work as part of a team.

#### **Terms and Conditions**

- Interns work three days per week under the supervision of a staff member in the department or office to which they are assigned.
- The Internship position is an unpaid position. However the organization will facilitate costs that are directly related in executing the assigned work.

*All interested applicants should send their cover letter and CV to [admin@nta.or.ke](mailto:admin@nta.or.ke) on or before 26<sup>th</sup> January 2024*