

Position: Marketing and PR Intern

Location: Kigali, Rwanda

Type: Internship

Duration: 3 months

About Team Heart Rwanda:

Team Heart Rwanda is a dedicated non-profit organization committed to improving cardiovascular health and providing life-saving heart surgeries for underprivileged patients in Rwanda.

Role Overview:

We are seeking a proactive and passionate Marketing and PR Intern to join our team. This internship offers an excellent opportunity to gain practical experience in marketing and public relations while contributing to a meaningful cause. The intern will assist in creating and executing marketing strategies, developing engaging content, and enhancing our public relations efforts.

Key Responsibilities:

- **Content Creation:** Develop and curate compelling content for social media platforms, the website, newsletters, and marketing materials to promote our programs, events, and impact stories.
- **Social Media Management:** Assist in managing our social media accounts by scheduling posts, engaging with followers, and analyzing performance metrics to grow our online presence.
- **Public Relations:** Support the preparation and distribution of press releases, media kits, and PR campaigns to enhance our organization's visibility and reach.
- **Event Coordination:** Help plan, promote, and execute events, fundraising campaigns, and community outreach programs that align with our mission.
- **Market Research:** Conduct research to identify trends, audience preferences, and opportunities to improve our marketing and PR strategies.
- **Community Engagement:** Foster and maintain relationships with partners, stakeholders, and the community to support our initiatives and broaden our impact.
- **Administrative Support:** Provide general administrative assistance to the marketing and PR team as needed.

Qualifications:

- Currently pursuing or recently completed a degree in Marketing, Public Relations, Communications, or a related field.
- Excellent written and verbal communication skills in English (knowledge of Kinyarwanda is a plus).

- Proficiency in social media platforms (Facebook, Twitter, Instagram, LinkedIn) and basic graphic design tools (e.g., Canva, Adobe Suite).
- Creative and strategic thinker with a passion for storytelling and content creation.
- Ability to work independently and collaboratively in a team-oriented environment.
- Strong organizational skills and attention to detail.
- Enthusiasm for the mission of Team Heart Rwanda and a commitment to making a positive impact.

How to Apply:

Interested candidates are invited to submit their resume, a cover letter, and any relevant work samples (e.g., writing or design portfolio) to <https://my.talentmatch.rw/mydashboard/Internships/> by **June 7th, 2024**.