

Lami Technologies - Brand & Communication Intern

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Company: Lami Technologies

Location: Remote, in a location that allows for collaboration with GMT+3 Time Zone

Internship length: 3 months

Internship start date: ASAP

Summary

[Lami](#) is a pioneer in the digital insurance space, on a mission to break the 3% insurance penetration barrier in Africa, and provide a safety net for every person in the continent. Lami is an insurance SaaS platform with customers ranging from insurance companies, banks, and digital platforms. Our headquarters are in Nairobi, Kenya.

We are looking for motivated and talented individuals to join our team. The goal of this internship is to fill gaps in marketing and communications and better prepare you for a future career in SaaS marketing. As an intern, you will be working closely with a supervisor and other colleagues who will provide you with real hands-on projects and daily tasks. Interns will be able to apply classroom-based knowledge to projects and gain essential workplace skills needed to be career ready. Lami Technologies is dedicated to developing successful leaders, and we strive to make this internship as realistic and informative as possible.

Job Duties and Responsibilities

- Developing and executing marketing campaigns
- Writing and publishing press releases and disseminating them through media outlets
- Maintaining regular media coverage on Lami
- Developing an editorial plan and creating content for social media and blogs
- Managing social media interactions
- Organizing Lami's participation in industry events

Qualifications and Skills

- Bachelor or Master's degree in marketing or related fields
- Fluent English with excellent verbal and written skills required
- Excellent copywriting skills
- Experience running digital advertising campaigns on Facebook, LinkedIn and google
- Project management and planning skills
- Good interpersonal skills and the ability to collaborate efficiently with a remote team
- Ability to work independently and remotely, i.e. have a laptop and a quiet space
- Organizational skills and detail oriented
- Preference for candidates with experience in business to business (B2B) marketing