

## COMMUNICATIONS AND MARKETING INTERN

### About Us

Falcon Insights Global Consulting Ltd. is a strategy and advisory firm supporting SMEs, cooperatives, NGOs, and development programmes to unlock growth, strengthen institutions, and deliver impact across Kenya and the region.

### Internship Overview

We are seeking a creative, proactive, and detail-oriented Communications & Marketing Intern to support our branding, digital communication, and content development efforts.

### Duties and Responsibilities

- a) Assist in developing content for social media, website, newsletters, and marketing materials.
  - b) Draft, edit, and proofread communication materials including posts, articles, flyers, and presentations.
  - c) Support documentation of trainings, workshops, and events through photos, and videos.
  - d) Assist in drafting internal and external communications, including email campaigns and announcements.
  - e) Support planning and execution of marketing and awareness campaigns.
  - f) Assist in managing and updating the organization's social media platforms.
  - g) Conduct basic market research and competitor analysis.
  - h) Help prepare marketing collateral such as brochures, proposals, and presentations.
  - i) Track and report on social media and marketing engagement metrics.
  - j) Maintain organized records of communication and marketing materials.
  - k) Support coordination of meetings, events, and promotional activities.
- Liaise with internal teams and external stakeholders on communication-related matters.
- l) Perform any other duties as may be assigned from time to time.

### Key Result Areas

- Content Development & Quality
- Brand Visibility & Engagement
- Social Media Management
- Creativity & Innovation

### Knowledge and Skills Required

- Minimum of Diploma in Communications, Marketing, Public Relations, Media, Business, or a related field.
- Strong written and verbal communication skills.
- Basic understanding of digital marketing and social media platforms.
- Creativity, attention to detail, and willingness to learn.
- Ability to work independently and collaboratively in a team environment.
- Proficiency in Microsoft Office tools (Word, PowerPoint, Excel).
- Strong organizational and time management skills.
- Professionalism, integrity, and commitment to confidentiality.

### Added Advantage

- Basic photography or video editing skills
- Experience managing social media pages
- Knowledge of LinkedIn content strategy
- Basic knowledge of graphic design and content creation tools such as Canva, Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other digital design or editing tools.

### What You Will Gain

- Hands-on experience in a fast-paced consulting environment
- Exposure to strategy, training, and development programmes
- Mentorship and professional development
- Opportunity to build a strong portfolio of work
- Potential consideration for future opportunities

### Application Process

Interested candidates should submit a CV and a short cover letter explaining their interest in the role to [operations@falconigc.com](mailto:operations@falconigc.com). Please include '**Communication and Marketing Intern Application**' in the subject line of the email. Application deadline COB 3<sup>rd</sup> February, 2026.