

EAST AFRICAN WOMEN IN BUSINESS PLATFORM

COMMUNICATION & MEMBERSHIP INTERN

The East African Women in Business Platform (EAWiBP) is a forum that brings together business-women from across the East African Community (EAC). Its membership and Steering Committee comprises of; national apex bodies/ associations/ networks of business-women (including associations of women formal and informal cross-border traders); professional women associations; and civil society organisations working to promote business-women and women’s socio-economic advancement.

Drawing its mandate from the Treaty for the Establishment of the East African Community, particularly under Article 121 and 122, the EAWiBP is inspired by its vision of becoming “A Women’s Centre of Excellence for Intra and Extra-EAC Trade”. Its mission is; “Position and Catalyze the Participation of Women in the EAC’s Integration Process” The platform pursues the following strategic objectives and results;

1. Increased effective participation of women in business in the EAC integration processes.
2. Improved economic contribution of women in business in the EAC Partner States.
3. Increased progression of women-owned enterprises in the EAC from informal to formal status.

The Platform’s key beneficiaries are; national women business and professional associations and their members, cross border traders (including informal traders), small holder farmers and their associations, women-owned/run Micro, Small and Medium sized Entrepreneurs (MSMEs) and large enterprises; and their national associations.

EAWiBP has positioned itself as a women’s Regional Platform and now aims to build on its achievements by recruiting a **Communication and Membership Intern**.

To be based at the EAWiBP, EABC Offices in Arusha, Tanzania, the Communication and Membership Intern will have the following key responsibilities:

KEY RESPONSIBILITIES:

Reporting to the EAWiBP Coordinator, the Communication and Membership Intern will have the overall responsibility of EAWiBP Website maintenance and management, coordinating all media and communication activities and membership recruitment. Specifically, the Communication and Membership Intern will undertake the following:

Communications

- Maintains a regularly updated and interactive website that will serve as a portal for members for all relevant, trade, business, marketing and organisation information.
- Defines the web communications strategy, consistent with the overall communication strategy for EAWiBP, creating marketing information and links for its members.
- Designs and manages the content and graphic design elements for the web site supporting the Platform. Responsible for content and technical development, implementation and maintenance of sites, coordinating site links, and uploading material to servers.
- Writes and edits information for the EAWiBP website and develops social media content (WhatsApp, Twitter and Facebook) and uploads as necessary. Maintains and updates information regularly to ensure that the information is current.
- Applies consistent online standards and guidelines for style, content, and code consistent with the Platform's policies, and relevant regulatory requirements.
- Evaluates usability and utilization of web pages, implementing planned improvements based on user feedback.
- Works with the EABC Communication Department on technical issues and requirements.
- Drafts EAWiBP documents, communiqués and articles as requested.
- Supports other print and media communication projects for the Platform as required.

Membership Recruitment

- Identifies potential new members and develops a recruitment strategy in collaboration with the Coordinator.
- Plans, manages, organises and reports on all membership events including general meetings, events and any other membership related events that may be required.
- Manages the membership application process to include preparation of membership forms, record keeping, membership fees (receiving payments and issuing receipts) and communication with members.
- Manages and maintains all data relating to EAWiBP membership.
- Responds to membership queries, monitors the work of members and shares information with the Coordinator.
- Maintains, updates and develops the membership section of the EAWiBP website
- Conducts periodic analysis of membership with a view to monitoring trends and developing responses to same.
- Assists members to engage in the marketing and promotion of their products/services through EAWiBP website.
- Tracks and reports on transactions conducted between EAWiBP members via the website.

REQUIRED COMPETENCIES & QUALIFICATIONS:

In order to perform the required tasks effectively, the candidate should have the following key competences:

Communicating with others – You speak and write clearly and in a persuasive and compelling manner to different categories of EAWiBP members and stakeholders. Additionally, you are able to identify key EAWiBP stakeholders, listen to them, correctly interpret their messages and respond appropriately.

Analysis and use of information: - You have the requisite skills to assess and correctly interpret information in order to identify areas of interest for EAWiBP members and stakeholders.

Planning and Organizing: - You are able to develop clear goals that are consistent with agreed organisational objectives; identify priority activities and assignments; and are conscientious and efficient in meeting commitments, observing deadlines and achieving results.

Teamwork: - You work collaboratively with colleagues to achieve EAWiBP's objectives; you are able to work in a multicultural environment with diverse groups of stakeholders.

REQUIRED QUALIFICATIONS:

Academic: A first degree in Business IT, Communications, Marketing, Journalism or any other relevant field is required.

Work Experience: - A minimum of three years progressive experience in IT is a must. Experience in working with Business Membership Organisations; civil society, Women Associations; and knowledge of the EAC integration issues and private sector priorities are key assets.

IT Skills: - Proven experience in Website Administration, desktop publishing and graphic design; experience using Adobe Creative Suite (InDesign, PhotoShop, Illustrator) and ability to work with a proprietary Content Management System (CMS) is a must. Knowledge of all other Microsoft office programs is required.

Languages: - English is the main EAC working language. Fluency in oral and written English is required. Knowledge of French and Kiswahili will be an advantage.

Nationality: - This position is open to nationals of EAC Partner States – Burundi, Kenya, Rwanda, Tanzania and Uganda only.

HOW TO APPLY:

Applicants should submit their application, clearly indicating how they meet the requirements of the position, plus a detailed CV, stating their current position, remuneration, email and telephone contacts and 3 references.

Your application should be sent via email to ngitonga@eabc-online.com; and recruitment@eabc-online.com; to reach EABC by **21st August, 2017**. Only shortlisted candidates will be contacted for interviews. *EABC Is an equal opportunity employer. Recruitment is done on merit and with no regard to one's nationality, religion, race or creed.*