

SOFTWARE DYNAMICS GROUP

# + Digital Marketing Intern



## + Company Overview: Software Dynamics

Software Dynamics is a leading Microsoft Dynamics Implementation and Consulting Partner based in Nairobi, Kenya. We specialize in delivering sophisticated Enterprise Resource Planning (ERP) and Customer Engagement (CE) solutions built on the Microsoft stack, empowering businesses across Africa. We are an elite Microsoft partner dedicated to large-scale enterprise solutions and a technically driven work culture.

## Position: Digital Marketing Intern

**Location:** Nairobi, Kenya

**Employment type:** Full-Time

**Application Deadline:** 23 Aug, 2026

## + Key Responsibilities

As a Digital Marketing Intern, you will support the planning and execution of digital marketing initiatives, create engaging content for our online platforms, and contribute to building our brand presence. The ideal candidate should be comfortable appearing on camera and creating content for social media and other marketing campaigns.

### **Campaign & Content Support:**

- Assist in planning and executing digital marketing campaigns.
- Create, schedule, and publish content across social media platforms.
- Develop engaging marketing content, including graphics, photos, videos, and captions.

### **On-Camera & Media Production:**

- Appear in promotional videos, social media content, and other marketing campaigns as required.
- Capture and edit photos and videos using a camera or smartphone.

### **Engagement & Research:**

- Monitor social media engagement and interact with online audiences where appropriate.
- Conduct market and competitor research to identify trends and opportunities.

### **Reporting & General Support:**

- Support email marketing, website updates, and other digital marketing initiatives.
- Track campaign performance and prepare basic marketing reports.
- Assist with other marketing and branding activities as assigned.

## + Required Skills & Experience

### **Required:**

- Education: Diploma or Bachelor's degree (or currently pursuing) in Marketing, Communications, Business, Journalism, or a related field.
- Basic understanding of digital marketing and social media platforms.
- Comfortable operating a camera or smartphone to capture quality photos and videos.
- Basic knowledge of graphic design or video editing tools (e.g., Canva, CapCut, Adobe Express, or similar) is an added advantage.
- Core Competencies: Excellent written and verbal communication skills, creative, proactive, and eager to learn, with strong organizational and time management skills.

### **Preferred:**

- Knowledge of Facebook, Instagram, TikTok, LinkedIn, and X.
- Photography and videography skills.
- Basic understanding of SEO and social media analytics.
- Ability to work both independently and within a team.

## + What We Offer

- Hands-on experience in digital marketing.
- Mentorship and professional growth opportunities.
- Exposure to real-world marketing campaigns.
- Opportunity to build a strong portfolio.

## + How to Apply

Interested candidates must complete the online Job Application Form using the link below. Please note that only applications submitted through this form will be considered.

[Apply Here](#)