

## **INTERNSHIP – Digital Marketing Assistant**

Are you eager to grow your skills in Digital Marketing while gaining insights into sustainable private sector development in Africa? Do you thrive in an international and dynamic team environment? Look no further! The NABC is excited to offer you the opportunity to join us as a Digital Marketing Assistant, starting in February 2025.

### **ABOUT THE NABC**

[The Netherlands-African Business Council \(NABC\)](#) is the leading organisation for sustainable trade and investment facilitation for Africa in the Netherlands. The NABC strongly believes that the private sector has a crucial role to play towards a future-proof Africa that is economically thriving and globally competitive in trade and investment. Our mandate is to empower the Dutch private sector to play a prominent role in the sustainable development of the African continent. Therefore, NABC's purpose is to inspire and connect businesses with Africa's opportunities and to enable them in making confident decisions about when, where and how to do business in Africa.

The NABC today leads a network of 200 engaged members across diverse sectors and has access to a community of over 10,000 African and European businesses, institutes, government entities and others interested in doing business in Africa.

At the NABC we place 'Partnerships of Equals' at the centre of our activities, meaning that we aim to develop opportunities that are beneficial for both the Netherlands and Africa. The NABC sees the Sustainable Development Goals as an opportunity for more responsible business in Africa. All our work relates directly to the achievement of the 17 SDGs, with a specific focus on SDG 2, SDG 8, SDG 13, and SDG 17 in which we believe we can maximise our impact.

### **TASK DESCRIPTION**

The NABC is looking for an enthusiastic and creative Digital Marketing Assistant to join our team in The Hague. The assistant will play an important role in assisting the Marketing team with the creation, implementation, and execution of our marketing and communication activities.

### **KEY RESPONSIBILITIES**

- Assist in creating engaging content for social media platforms (e.g., LinkedIn and Instagram).
- Schedule and monitor posts across social media platforms.
- Track engagement metrics (likes, shares, comments) and analyze content performance.
- Support the creation of social media campaigns to increase visibility and reach.
- Write blog posts, newsletters, and website content to support campaigns.
- Update and maintain the company's website and ensure all content is optimised for SEO.
- Assist in drafting, designing, and sending newsletters and promotional emails.
- Manage email lists and monitor open and click-through rates.
- Develop strategies for audience segmentation and engagement.
- Conduct keyword research and optimise content for search engines.
- Track website traffic, user engagement, and conversions using tools like Google Analytics.
- Create visuals for social media, blogs, and email campaigns using tools like Canva or Adobe Creative Suite.
- Support the marketing team in brainstorming and executing campaigns.
- Participate in team meetings and contribute ideas to projects.
- Assist with administrative tasks such as updating project timelines or reports.
- Participate in the NABC's community and networking events and assist with event and communication-related activities on sight.

### **KNOWLEDGE, SKILLS AND ABILITIES**



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- Strong written communication skills for creating engaging content, including social media posts, newsletters, and blogs.
- Basic understanding of tone, style, and grammar tailored to digital platforms, with a keen eye for detail to ensure quality.
- Familiarity with social media platforms like LinkedIn and Instagram as well as an understanding of trends and engagement strategies.
- Awareness of SEO principles (e.g., keywords and meta tags) and tools like Google Analytics for tracking performance.
- Experience with content creation tools such as Canva or Adobe Creative Suite (Photoshop, Illustrator) is a plus.
- Ability to manage multiple small marketing projects while maintaining a clear view of the bigger picture.
- Proactive mindset with a willingness to contribute ideas, take initiative, and learn new tools and skills.
- Strong interpersonal skills for collaboration across departments and comfort working in an international environment.
- A creative approach to developing content and marketing strategies, with a problem-solving attitude.
- Ability to work both independently and in a team, reporting progress in an organised and coherent manner.

## CANDIDATE PROFILE

### Required:

- Bachelor or Masters student in Communications, Marketing, Media, Design, Business Management with a focus on marketing or another related field. Candidates who are not enrolled in a college or university cannot be considered.
- Available 5 days a week. Candidates living outside the Netherlands will not be considered.
- Affinity with Africa.
- Working proficiency in English (C2 level). Preference is given to candidates who also speak French and Dutch.

### Desired:

- Work experience in Communications/Marketing/Design as part of a student job, voluntary work, hobby, or former internship is desired.
- Prior experience in content creation, graphic design, creative writing, developing and executing marketing campaigns (digital and print), and/or email marketing is a plus.
- Experience with using Canva, Wordpress, and Mailchimp is a plus.
- Working knowledge of Adobe Suite (InDesign, Photoshop, Illustrator, Premiere Pro) is a plus.

## WHAT DO WE OFFER?

- Dynamic internship within an ambitious and diverse team. An open and informal company culture where we work hard and have fun.
- Possibility to work 1 day a week from home.
- Remuneration: € 500 per month on a fulltime basis.
- Opportunity to connect with Dutch and African stakeholders and attend networking events.

## PRACTICAL INFORMATION

- To apply for this position, send your CV and motivation letter in English to [marketing@nabc.nl](mailto:marketing@nabc.nl), directed to Ms. Guna Alvika. Candidates who do not submit a motivation letter will not be considered.
- **Deadline for sending applications:** 22 of January 2025
- Starting date: as soon as possible. For more information and questions, please contact Ms. Guna Alvika ([guna.alvika@nabc.nl](mailto:guna.alvika@nabc.nl)).
- Available 5 days per week (36 – 40 hours.)

