

<b>Job Title:</b>	Digital Content & Design Intern	<b>Reports to:</b>	Assistant Manager - Marketing, Brand & Communications
<b>Unit:</b>		<b>Department:</b>	Marketing and Communications
<b>Grade:</b>	Intern	<b>Date:</b>	
<b>Job Holder:</b>		<b>Supervisor:</b>	
<b>Signature</b>		<b>Signature:</b>	

### Job Purpose Statement

This is a hands-on role ideal for an early-career creative with 1-2 years of experience in digital marketing, content development, and Creative design.

The Digital Content & Design Intern will support the development and execution of high-impact digital content and campaigns, ensuring brand consistency, customer engagement, and creative continuity. With a strong foundation in graphic design and digital marketing, the intern will work closely with the Marketing, Brand & Communications team to bring the CIB Kenya brand to life across all digital touchpoints — including social media, email, website, and internal platforms.

This role also serves as a critical creative backup, ensuring business continuity in content production and visual design when needed.

### Key Responsibilities

#### Financial

- Support digital campaign execution to maximize ROI on ad spend.
- Assist in monitoring and reporting on digital ad performance and cost metrics.
- Create design assets that support revenue-generating activities (e.g., product promos).
- Support SEO strategies to boost unpaid visibility and reduce reliance on paid channels.
- Assist in repurposing content to extend campaign shelf-life and reduce content production costs.
- Contribute to business development efforts by aligning campaign messaging to strategic revenue goals and promotions.
- Proactively recommend digital channels for product rollouts to reduce offline marketing spend.
- Identify opportunities to reduce agency or vendor costs by handling key content, email, and design tasks in-house.

#### Customer

- Create visually appealing, on-brand content tailored for different customer segments.
- Design digital banners, social media posts, and other assets for customer-facing channels.
- Assist in managing content calendars aligned with customer events and promotions.
- Support social media community engagement by creating reactive content and templates.
- Help implement feedback from customer-facing teams into digital content and design.

- Support creation of customer education materials (e.g., how-to posts, infographics).
- Create email banners and visuals for newsletters that enhance customer communication.
- Help ensure all customer touchpoints are visually consistent and engaging.
- Assist to manage the bank's digital community, including social media responses, engagements, and customer inquiries – ensuring timely, brand-aligned replies.
- Coordinate customer feedback surveys and interpret digital engagement metrics to uncover preferences and expectations.
- Collaborate with the service, branch, and product teams to align on shared CX goals and provide seamless digital support for in-branch experiences.
- Assist in creation and management of customer satisfaction surveys.

### **Internal Business Process**

- Assist in maintaining and organizing a library of content, images, and design templates.
- Support tracking of content performance and provide insights for improvement.
- Collaborate with other departments to understand their marketing and design needs.
- Assist in scheduling and posting content across digital platforms.
- Help ensure brand consistency across all digital and print assets.
- Assist in preparing presentations and internal marketing materials.
- Participate in brainstorming sessions and provide design input.
- Maintain an organized design & content creation workflow
- Collaborate with the graphic designer and act as creative backup to ensure timely turnaround of digital and visual content.
- Maintain a tracker of interdepartmental requests.

### **Functional responsibilities**

- Design basic digital and print materials using Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Create and edit short videos or GIFs for social media
- Write or edit short-form content for social media, email, and web.
- Use basic analytics tools (Google Analytics, Meta Insights) to assess campaign performance.
- Support basic SEO tasks like keyword tagging and content structuring.
- Assist in digital media planning and scheduling using tools like Meta Business Suite.
- Stay updated with digital marketing trends, design styles, and platform algorithms.
- Write, edit, and proofread copy for blogs, social media, email newsletters, and internal publications – ensuring brand tone and clarity.
- Manage the execution of email campaigns (e.g. product launches, client updates, promos), including list segmentation, A/B testing, and performance analysis.
- Leverage visual storytelling to drive brand affinity – from digital posters and reels to infographics and event videos.
- Support the bank's internal newsletter by designing layouts, writing stories, and coordinating with departments for submissions.
- Ensure brand visibility during key campaigns, events, or sponsorships through timely creative execution across screens, signage, and digital channels.

- Stay up to date on emerging tools, platforms, content formats, and audience behavior - recommending new tactics for digital innovation.
- Conduct market and competitor benchmarking to assess how the CIB Kenya brand stacks up digitally, and propose areas for differentiation.
- Prepare regular reports on digital campaigns key performance indicators (KPIs), providing actionable insights to improve future campaigns.
- **Any other support needed as requested by your line manager.**

#### **Key Deliverables**

- High-quality content and design assets that support the bank
- Consistent brand-aligned visual outputs for both internal and external use.
- Timely support across marketing, design, and communication tasks.
- Improved engagement and visibility across the bank's digital platforms.
- Accurate tracking and reporting of content performance metrics.
- Consistent, high-performing digital marketing campaigns across all digital touchpoints.
- Business continuity for design, branding, and internal creative needs.
- A vibrant, engaging, and compliant digital brand presence.
- Enhanced internal collaboration and marketing projects support.

#### **Our Values**

- Customers first
- Integrity
- Agility
- Lead the Market

#### **Job Specification**

##### **Education:**

- Bachelor's degree in marketing, Communications, Design, or related field

##### **Experience:**

- 1-2 years of hands-on experience in digital marketing, content creation, and graphic design (internship or entry-level roles included).
- Demonstrated experience executing social media content, email campaigns, and website updates.
- Proven exposure to SEO/SEM, Google Ads, Facebook Ads, or other paid media campaigns is an added advantage.
- Portfolio showcasing creative and digital marketing work will be required at interview stage.

##### **Skills:**

- Working knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, etc.).
- Understanding of digital marketing principles, strategies, and trends.

- Familiarity with tools like Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, Email marketing, etc.
- Basic video editing and motion graphics experience is a plus.
- Strong writing, communication, and visual storytelling skills.
- Keen eye for detail and design aesthetics.
- Ability to work independently, work as a team, take initiative, and meet deadlines.
- Analytical mindset with a basic understanding of performance tracking and digital analytics.
- Excellent communication skills, with attention to detail.
- Analytical mindset with the ability to interpret data and generate actionable insights.

**Certifications (Preferred but not Mandatory):**

- Google Ads Certification
- HubSpot Inbound Marketing Certification
- Meta Blueprint Certification
- Any relevant short courses in digital marketing, branding, or design

**Reporting Relationships: jobs that report to this position directly and indirectly**

Functional Reports	N/A
Administrative Reports	N/A

**Stakeholders: key stakeholders that the position holder will need to liaise/work with to be successful in this role.**

Internal	All staff
External	N/A

**Decision Making Authority /Mandates/Constraints: the decisions the position holder is empowered to make (Indicate if it is Operational, Managerial or Strategic)**

N/A

**Ideal Job Competencies: Technical Competence**

Project Management:	Basic project management skills to organize digital marketing initiatives, set deadlines, and ensure tasks are completed on time.
Google Analytics / Meta Insights / Reporting Tools	Ability to track, analyse, and interpret digital performance using tools like Google Analytics and Meta Insights to drive data-informed marketing decisions. Skilled in creating clear, actionable reports and dashboards.
Digital Campaign Strategy & Execution	Proficient in using digital marketing platforms such as Google Ads, Meta Business Suite (Facebook & Instagram Ads), LinkedIn Campaign Manager, and X (formerly Twitter) Ads.

Social Media Marketing	Ability to create and execute social media strategies that drive engagement, brand awareness, and lead generation.
Search Engine Marketing	Ability to create, manage, and optimize paid search campaigns (PPC) on platforms like Google Ads and Bing Ads. Ability to develop effective bidding strategies, create compelling ad copy, and analyse campaign performance to maximize ROI.
Content Marketing	Strong content creation skills, including writing, editing, and designing content that resonates with the target audience. Experience in managing content calendars, producing blog posts, email newsletters, and social media content that aligns with the brand's voice and objectives.
Email Marketing Knowhow (Mailchimp, Infobip)	Expertise in designing, executing, and optimizing email marketing campaigns. Ability to segment email lists, personalize content, and track metrics such as open rates, click-through rates, and conversions to improve campaign effectiveness.
SEO & SEM (Google Ads, Meta Business Suite, LinkedIn Ads)	Basic understanding of SEO principles, including on-page and off-page optimization techniques. Proficiency in conducting keyword research, competitive analysis, and implementing strategies to improve organic search rankings.
Brand Awareness:	Understanding the importance of brand identity and awareness in marketing efforts and the ability to align marketing materials with the bank's brand guidelines.
Communication Skills:	Effective communication skills to work collaboratively with the marketing team and other departments within the bank, as well as to present ideas and updates to supervisors.
Copywriting:	Ability to write persuasive and compelling copy for various marketing materials, adhering to brand guidelines and maintaining a consistent tone of voice.
Data Analytics & Reporting	Strong analytical skills with the ability to interpret data, generate insights, and provide actionable recommendations. Experience in creating detailed reports on key performance indicators (KPIs) such as website traffic, conversion rates, and customer engagement.
Market Research:	Basic knowledge of market research techniques to gather relevant data, analyze market trends, and identify customer preferences and needs.
Graphic Design & Multimedia Tools	Proficiency in graphic design tools like Adobe Creative Suite (Photoshop, Illustrator, InDesign, premiere, aftereffects) for creating visual content. Experience with video editing software for producing short videos and multimedia content. Knowledge of design principles and the ability to work with designers to ensure visually appealing and brand-consistent content.
Website Content Management Systems	Understanding of website development basics, including HTML, CSS, and JavaScript. Experience in managing and updating websites, ensuring they are optimized for search engines, mobile-friendly, and user-friendly.
UI/UX Design Principles	

Basic HTML/CSS	Ability to work with developers to implement new features, troubleshoot issues, and improve site performance.
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Ideal Job Competencies: Behavioral Competence	
Adaptability:	Willingness to learn and adapt to new marketing techniques, tools, and trends in the dynamic banking industry.
Creative Thinker	Able to translate business needs into engaging digital stories
Initiative-Taker	doesn't wait for direction, spots gaps, and fills them
Results-Oriented	Focused on achieving campaign KPIs and business goals
Resilient and Adaptable	Thrives in a lean team with evolving demands
Excellent Communicator	Able to present ideas and results clearly to stakeholders
Innovation & Creativity	Embraces creativity and is open to new ideas that can enhance digital marketing efforts.
Adaptability & Flexibility	Demonstrates the ability to adapt to changing circumstances, priorities, and digital marketing trends. Handles multiple projects simultaneously, adjusting strategies and tactics as needed to meet business objectives.
Enthusiasm and Eagerness to Learn:	Demonstrating a positive and proactive attitude toward learning and acquiring new marketing skills and knowledge. Showing genuine enthusiasm for the digital marketing field and the opportunity to contribute to the bank's marketing initiatives.
Team Player:	Collaborating effectively with the marketing team and other colleagues within the bank. Willingness to assist others, share ideas, and work together toward common goals.
Time Management:	Demonstrating good time management skills to prioritize tasks, meet deadlines, and juggle multiple projects effectively.
Initiative:	Taking the initiative to propose new ideas, suggest improvements, and contribute creatively to marketing campaigns.
Problem-Solving:	Being proactive in identifying potential challenges and finding practical solutions to overcome them.
Attention to Detail:	Paying close attention to detail in marketing materials, ensuring accuracy, and maintaining consistent branding.
Professionalism:	Demonstrating a high level of professionalism, integrity, and ethical conduct in all interactions, including with customers, colleagues, and external partners
Resilience:	Being able to handle constructive criticism and setbacks positively, learning from experiences, and using feedback to grow as a marketer.
Self-Motivation:	Taking ownership of tasks and projects, staying motivated, and seeking opportunities to contribute actively to marketing initiatives.
Ethical Conduct & Integrity	Adhere to ethical standards and practices in all digital marketing activities. Ensure that all campaigns are transparent, honest, and aligned with the bank's values.

Results Driven	Demonstrate a strong focus on achieving measurable results through digital marketing efforts. Set clear goals and objectives, regularly reviewing performance to ensure targets are met.
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