



THE AFRICAN SEED TRADE ASSOCIATION

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CALL FOR INTERNSHIP OPPORTUNITY IN THE COMMUNICATION AND ICT DEPARTMENT

Date of call: 4th December, 2024

Deadline: 19th December, 2024

#BetterSeedBetterLife

BEGIN YOUR COMMUNICATION CAREER AT AFSTA

The African Seed Trade Association Office in Nairobi is looking for a vibrant, innovative, and multi-talented intern.

An internship at AFSTA is an excellent opportunity to acquire practical work experience while contributing to the goal of attaining food security in Africa by providing quality seeds to farmers through a competitive sector.

AFSTA celebrates and embraces diversity. It is committed to equal employment opportunities for all its employees. It encourages qualified candidates to apply without discrimination.

AFSTA does not charge a fee at any stage throughout the recruitment & selection process

ABOUT AFSTA

The African Seed Trade Association (AFSTA) is a not-for-profit membership association formed in 2000 to champion the interests of private seed companies in Africa. It is registered in Kenya as an International Organization. Currently, the Association has about 100 members, including seed companies and National Seed Trade Associations.

AFSTA's mission is to create the best environment for trade and innovation in quality seeds, benefiting members and farmers in Africa. Our vision is that "all African farmers have access to quality seed for food security."

The Internship Programme is a learning opportunity to attract and engage young and talented candidates in professional life. The programme will provide successful candidates with the opportunity to put into practice and implement their learned and academic knowledge in a field related to the work of AFSTA. This will promote a better understanding of AFSTA's mandate and programmes. Similarly, the programme will provide AFSTA with qualified individuals who are specialised in relevant fields, according to AFSTA's strategic objectives.

AFSTA's activities include the development of the seed industry on the Continent, promoting seed technologies, creating awareness on biotechnology and gene editing, working with special interest groups for field crops and non-field crops, food security, phytosanitary issues and seed-related information sharing. You will be part of an efficient and dynamic team that effectively supports implementing AFSTA's strategic plan for the African seed sector.

ORGANISATIONAL CONTEXT

AFSTA is currently seeking to fill an internship position in our Communications Unit.

The position will be based at our headquarters in Nairobi. The Internship will be for a full-time, 3-month period.

JOB PURPOSE

The Communications and Advocacy Department has one communication specialist and an IT specialist who between them deals with social media, media relations, graphics design, event management and multi-media producers.

With the rapid growth of digital marketing and the increasing importance of online presence for businesses and organisation

However, there is a need for an intern who will support the team in managing the AFSTA's online presence, including communication on AFSTA social media platforms and fostering engagement within AFSTA communities.

The intern's role encompasses various activities to build and maintain relationships between AFSTA and its audiences.

Key Responsibilities and task

Within the communication team, the intern's responsibilities and tasks include:

- **Strategy Development:** Designing a comprehensive social media strategy that aligns with the overall communication and marketing goal of AFSTA. This implies identifying

target audiences, selecting appropriate social media platforms (such as Facebook, LinkedIn, etc.), and defining the brand's voice and messaging style.

- **Content Creation and Management:** Participating in designing original communication content tailored to each platform, which may include text posts, images, videos, and infographics that resonate with the audience and align with AFSTA's voice and priorities.
- **Community Engagement:** nurturing a broad seed community around the AFDTA Value proposition to foster engagement, interacting with followers, responding to comments, and managing online communities while addressing partner inquiries to maintain a positive community environment.
- **Monitoring and analytics:** Utilizing online analytics tools to track the performance of social media campaigns.

Education Background and Skills Required

The internship candidate must have an educational background in communication, public relations, international relations, and in ICT, including proven skills in web-multimedia creation - web integration or equivalent with knowledge. in UX/UI design and good command of HTML/CSS languages

Additional specialised training in social media management or digital marketing-related fields will be an asset.

The underlying additional skills are essential:

- **Strategic Thinking:** Ability to develop long-term strategies that align with AFSTA objectives.
- **Creativity:** Strong creative skills to produce engaging content that resonates with audiences.
- **Communication Skills:** Excellent written and verbal communication abilities are crucial for crafting messages and engaging with the audience effectively.
- **Technical Proficiency:** Familiarity with various social media tools and platforms, as well as basic knowledge of graphic design and video editing software
- **Analytical Skills:** Proficiency in interpreting data and metrics to inform decision-making.
- **Adaptability:** Staying current with trends in social media and digital marketing to respond to audience needs dynamically

Language: Fluent in written and spoken English is required. Knowledge of French will be an added advantage.

TERMS AND CONDITIONS

- Interns receive a monthly stipend from AFSTA depending on the duty station of assignment.
- AFSTA is not responsible for living expenses, accommodation arrangements, necessary visas, and related costs.
- AFSTA will recognise candidates' educational credentials from recognised institutions that have been certified by competent international or national authorities such as the United Nations Educational, Scientific and Cultural Organization (UNESCO) or Ministries of Education.
- The internship duration is 3 months, full-time.

DEADLINE FOR APPLICATIONS

- The deadline for receiving applications for this position is **December 19, 2024**
- Applications for this position will close on the deadline at 11:59 p.m. (East African Time).
- Only shortlisted candidates will be contacted and advance to the next stage of the selection process.
- AFSTA embraces diversity and equal opportunity. We are committed to building a team that celebrates diversity and inclusivity in all ways.
- Employment is decided on the basis of competitive selection, qualifications and merit.

AFSTA has a zero-tolerance approach to conduct such as fraud, sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. All selected candidates will be expected to adhere to AFSTA's standards of conduct and will, therefore, undergo rigorous background verification internally or through third parties. Selected candidates will also be required to provide additional information as part of the verification exercise. Misrepresentation of information provided during the recruitment process may lead to disqualification or termination of employment.

- ***AFSTA will not request payment at any stage of the recruitment process including at the offer stage. Any requests for payment should be refused and reported to local law enforcement authorities for appropriate action.***