

## Job description / Social Media Internship in Travel Start-up



### Role

Social Media Intern at Viatu

### About us

Be part of shaping the next-gen travel platform that lets you design, share and book your complete trip to Africa from the comfort of your phone.

We are a passionate team of professionals promoting nature-based tourism in Africa. We love nature and we believe in travel as a force for positive impact.

Our product – including web presence – is created by Millennials for Millennials and our style guidelines reflect our personality, which is fresh and innovative.

We are looking for an enthusiastic **Social Media Intern**. You will play a key role in the success of our startup. This is reflected in our “work hard, play hard” attitude :)

### Key Duties & Responsibilities

Responsibilities will include, but are not limited to:

- Creating and posting content to different social media platforms such as Instagram, Facebook and LinkedIn
- Building and nurturing our community across all social media channels
- Measuring and reporting on campaign performance with a heavy focus on Instagram
- Helping with the creation of a monthly newsletter
- Contributing to the development of a long-term social media strategy

### You'll bring to Viatu

- Finished or ongoing bachelor's degree in communications, marketing, business or related field
- Familiarity with mainstream social media platforms, including but not limited to Facebook, Instagram, LinkedIn etc.
- Excellent English writing skills to create content adapted to Viatu's tone of voice guidelines (being a native English speaker is a big plus)
- Ability to work reliably and handling multiple projects concurrently while meeting tight deadlines
- Creativity and out-of-the-box thinking in the promotion of our brand
- Tech savviness with excitement for digital innovation and passion for travel and African wildlife
- A heart for sustainability and a deep care for our environment

### A Plus:

- Facebook Blueprint certification
- Google Analytics certification
- Google Ads certification
- Good knowledge of the Google Suite (incl. docs, slides and sheets)

- Courses in public relations, writing, digital or social media marketing, graphic design and software such as Photoshop or InDesign

#### Contract type

4-6 month fixed term internship; full time (5 days per week)

#### Start date

ASAP

#### Benefits

- Your work will directly affect the growth of our business and we are only getting started. Joining us means you're part of reinventing the way we travel today
- Right from the start, you are given a lot of responsibility
- Flexible working environment from the comfort of your couch. Yes, that's right. It's the new corona standard - working from home with your Ben & Jerry's and no one to judge you ;)
- You will acquire hands-on skills that you can actually use in real life such as content pipeline management, a great foundation of SEO and a good sniff into the world of BI
- You will collaborate with and learn from industry-leading experts, ex-Googleers, start-up veterans and creative masterminds
- The most epic benefit: You will receive great travel discounts upon website launch for you and your family to explore Africa
- A small salary to cover basic expenses

Buckle your seatbelt and join us for an epic ride!

We are curious to get to know you better.

Please send us your CV as well as a social media campaign (or other example of your work) you are especially proud of to: [work@viatu.com](mailto:work@viatu.com)

Looking forward to hearing from you,  
Your Viatu Tribe