

## Roots Cape Town

Roots Interns is on a mission to create the perfect balance between meaningful work and valuable learning. We offer academic and practical internships at African non-profit organisations, and partner with NGOs and social enterprises that are adding valuable contributions towards community programs, conservation efforts, or local and green economies. Geplaatst 15 augustus 2017.

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Roots is a young organisation, and as an intern, you can be a vital part of many aspects of our development. While a majority of the tasks are related to communications, but you can be involved marketing and strategy of Roots as well. In addition it will be an opportunity for you to interact with and learn about other grass-roots charities like our partners Greenpop, Monkeybiz, Street Sleeper, Earthchild Project, Urban Harvest, Sunshine Cinema or No Danger Diaries. We can adjust tasks to your skills, interests and experience. Your tasks can involve the following:

- Doing marketing research
- Doing SEO analysis & helping design SEO strategy
- Helping develop social media and (content) marketing strategy
- Posting on social media (Facebook, Instagram, LinkedIn)
- Writing blogs
- Learning and writing about the work our non-profit partners are doing
- Interact with interns placed with our partners to collect content about their experiences, work of the organizations and impact they are making

### What we expect from you

- Strong writing skills
- Some experience with social media and/or marketing is beneficial
- An ability to work quite independently
- Please note that you'll need to have your own laptop

### The skills or abilities students will learn while working with Roots:

*The person will gain experience in the following main areas:*

- Content marketing
- Social media marketing
- SEO strategy
- An understanding of the way grass-roots non-profit organisations work

*Main skills that can be developed:*

- Writing skills
- Strategic communication skills
- Research skills

**Apply :** [info@rootsinterns.com](mailto:info@rootsinterns.com)