

LAST MILE for BoP

Distribution at the Base of the Pyramid

Internship Offer - minimum 3 months Digital Marketing & Graphic Design

1. Presentation

Last Mile for BoP is a profit-for-purpose start-up based in Cape Town. Our mission is to improve the access to affordable products and services in townships and rural areas. Our objective is to modernize the retail sector in these areas.

We developed an Android application that enables informal grocery stores to compare wholesalers' prices and order their stock directly from their phone. We deliver their order to their doorstep within a few hours. .

We also help companies to access these markets by offering merchandising in-store services and live market data. We particularly like to assist manufacturers of social products (solar lights, clean cook stoves, sanitary pads, water filters, etc.) to distribute their products where they are most needed. We are a fast growing start-up and we are part of the New Economy Accelerator programme and the Venture Lab programme. Our office is based in the Solution Space in the Waterfront.

For the next 6 months, we will focus on the following projects:

- Launch of our price comparison app for informal traders;
- National development of our logistic organisation operating deliveries to informal traders;
- Launch of our merchandising services;
- Launch of our consulting services using the data collected on our PoS; - Fundraising campaign (grants, CSI funds, equity).

2. Position description

The intern will be working in close contact and under the direct supervision of the general manager on various assignments. Specific responsibilities will include:

- Work with our developers on the graphic and UX design of our mobile app;
- Improve our existing website;
- Defining our social media strategy maintaining our Facebook and LinkedIn profiles;
- Developing our corporate identity and style guide;
- Work on targeted communication and PR campaign to increase the reputation of our project (create visuals and short videos);

- Working with the founder on other tasks according to the intern's skills, motivation and aspirations.

3. Qualifications

Candidates should combine a creative, analytical and an entrepreneurial spirit.

They should be motivated by a fast-paced start-up environment and flexible in their work arrangements, be ready to take responsibilities and work under tight deadlines, have experience working in teams as well as independently, and show initiative and pro-activity.

They should feel comfortable with presenting their work to high executives, as well as organizing workshops with social entrepreneurs, or interviewing informal traders "in the field". They should have a deep commitment to solving social issues and ideally an experience in the emerging world.

More specifically, the intern will demonstrate the following skills:

- Very good written and oral English communication skills;
- Attention to detail, commitment to follow-through and self-organization;
- Proficiency in digital marketing and graphic design;
- Excellent interpersonal skills: within a team, as well as with clients and partners;
- Fluency in English – additional local language a plus.

Finally, the successful candidate will ideally have previous work experience (including internships) in communication, digital marketing and/or graphic design, and ideally one of the following:

- Work experience "in the field", or have stayed (for more than 3 months) in a developing country, or
- Personal involvement in social initiatives.

4. Work arrangements

The intern will work in the Last Mile for BoP office, located in the Waterfront, Cape Town. Travelling might be required on specific assignments.

The internship will last at least 3 months and can start at any time during the year.

The internship is not paid.

5. To Apply

Please send a short email (including your dates of availability) and resume to arnaud.blanchet@lastmileforBoP.com, with "Digital Marketing & Graphic Design Internship Position" in the subject line.