

# LAST MILE for BoP

Distribution at the Base of the Pyramid

---

## Internship Offer - ideally 6 months from July to December Digital Marketing & Graphic Design Intern in Cape Town

---

### 1. Presentation

---

Last Mile for BoP is a fast growing 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 two mobile applications:

- Shopit enables informal grocery stores to compare wholesalers' prices in their area, order their stock at the best price directly from their phone, and get it delivered to their doorstep within a few hours. Using our app, informal traders can save up to 10% on the cost of their stock and their customers can access a wider range of products at more affordable prices.
- A Business-to-Consumer app that enables supermarkets and retailers to sell grocery online to low-income consumers. We brand it specifically for each supermarket.

Linked to these apps, we manage social media accounts (Facebook, WhatsApp, TikTok) that unite a community of over 6000 informal traders and that we use to develop digital marketing campaigns for companies interested in selling to this market.

We also help companies to access these markets by offering them visibility in our apps and access to live, localized and detailed market data collected through the apps.

We particularly like to assist manufacturers of social products (solar lights, clean cook stoves, sanitary pads, water filters, fortified food, etc.) to distribute their products where they are most needed. We are currently working with Nestlé and Unilever to help them customize their offer for the informal market.

We are looking for highly motivated, energetic and organized team members to join our team for an internship. For the next 6 months, we will focus on the following targets:

- Grow our user number from 6000 to 15000 informal traders for Shopit and from 100 to 15000 low-income consumers for the B2C app;
- Get 30 wholesalers, 150 retailers and 60 FMCGs brands to use our apps as a marketing tool;
- Raise 9 million rands in grants, CSI funds or equity to finance our growth plan;
- Improve our mobile application (conducting user tests for feedback) & develop new features;
- Develop market reports from the data we collect through our app;
- Explore new regions to expand our activity.

## **2. Position description**

---

The Digital Marketing & Graphic Design intern will be working in close contact and under the direct supervision of the Digital Marketing manager and the General Manager on various assignments. The objectives of the intern will be to grow the number of users on our apps and to grow their engagement on our social media accounts.

The intern will work on 5 main missions (ranked in descending order according to time spent per mission):

- Social Media Campaign: assist the digital marketing manager to setup new campaign for Shopit and our clients on social media (Facebook, WhatsApp, Imo, TikTok, etc.), create content (visit shops to interview traders, photo and video recording) and to edit the content (copy and visuals), schedule posts on our different social media accounts, maintain a reporting document to keep track of the results of each campaign;
- Interaction with users on social media (community management): answer to our users messages and comment on our different social media accounts, interact with our user (comment on their pictures, send them messages for their birthdays, etc.);
- Interaction with our users in their shops (to create content, to get their feedback on our services and on our apps) and meeting with potential new users to convince them to use our services;
- Share wholesalers specials: collect specials from wholesalers daily, save them on our server and share them with our users on our social media accounts;
- Benchmark: visit our competitors/similar services social media accounts to identify trends, new services, good content ideas, etc.

The intern will also work with the digital marketing manager on other tasks according to the intern's skills, motivation and aspirations. The intern should truly want to master digital marketing and to be an efficient business developer. She/He will be given opportunities to learn and to become more autonomous, and should be interested in bringing value to our team.

## **3. Qualifications**

---

Candidates should combine an analytical, creative and entrepreneurial spirit and be very resourceful. We are looking for a candidate who is autonomous, rigorous, well organized (respectful of deadlines), with good listening and communication skills.

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 proactivity.

They must be willing to learn and be committed to continuous self-improvement.

They should feel comfortable presenting their work to high executives, as well as organizing workshops with our diverse team members and interviewing informal trader users on the field.

They should have a deep commitment to solving social issues. They should be result-driven and not quit before they reach their objectives.

More specifically, the intern will demonstrate the following skills:

- Good written and oral communication skills and ideally proficiency in preparing presentations and working on copy writing and copy editing;
- Good quantitative skills, with an analytical mindset and proficient in Excel;

## LAST MILE for **BoP**

---

- Creativity and graphic design skills (mastering software like Canva), and ideally skills in video editing;
- Attention to detail, commitment to follow-through and self-organization;
- Excellent interpersonal skills: within a team, as well as with clients and partners; able to handle customer relationships;
- Fluency in English and ideally in Xhosa or Zulu or Somali or Bangla or Amharic (to be able to interact with our local users);
- Social media user with a good knowledge on how to attract online interactions;

### **4. Work arrangements**

---

The intern will work in the Last Mile for BoP office located in Cape Town or remotely.

The internship will be full time.

The internship will last at least 4 months (ideally 6 months or more).

The internship is paid (based on experience and skills – with a variable part).

### **5. To Apply**

---

To apply, please send your resume and a cover letter at [corentin.elombo@lastmileforbop.com](mailto:corentin.elombo@lastmileforbop.com).

If you have any questions, do not hesitate to send an email at the same email address.