

Content & Social Media Intern, Busara Promotions	
Job details	
Job Title: Content & Social Media Intern	Report to: Marketing & Communications Manager
Location: Zanzibar, On site	Organization: Busara Promotions
Works closely with: Programs Team, External creatives.	
Busara Promotions	
Busara Promotions is a non-profit NGO, registered in Zanzibar since 2003, dedicated to building skills and providing professional opportunities in the East African music industry, while fostering regional and international exchange. We are seeking motivated and skilled professionals to join our core team in Zanzibar and contribute to the growth of our flagship platforms, Sauti za Busara and FuTopia Festival.	
Job summary	
The Content & Social Media Intern supports the day-to-day creation of engaging digital content across Busara Promotions' platforms, including Sauti za Busara and FuTopia Festival. The role is ideal for someone who is passionate about storytelling through video, photography, and social media, with a strong eye for creating engaging Reels and short-form content. Working under the guidance of the Marketing & Communications Manager, the intern will help capture, create, edit, and publish content that showcases the organisation's festivals, artists, partners, and community.	
Key Responsibilities	
1. Social Media Management • Schedule and publish content across social media platforms. • Monitor comments, messages, and audience engagement where required. • Support the execution of social media campaigns and content calendars. • Track basic performance metrics and share insights with the Marketing & Communications Manager. 2. Content Creation & Execution • Capture high-quality photos and videos during events, meetings, artist activities, and campaigns. • Create engaging short-form content for Instagram Reels, TikTok, Facebook, and YouTube Shorts. • Assist in developing creative content ideas that align with campaign objectives. • Write simple, engaging captions for social media posts. 3. Video & Reel Editing • Edit short-form videos using tools such as CapCut, Premiere Pro, or similar software. • Create promotional videos, event highlights, behind-the-scenes content, and artist features. • Adapt content into multiple formats for different social media platforms.	
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4. Photography & Content Capture

- Capture compelling event, artist, audience, and behind-the-scenes photography.
- Ensure content is organised and ready for timely publishing.
- Maintain a well-organised library of photos and video assets.

5. Asset Management

- Organise and maintain a structured library of:
 - Photos
 - Videos
 - Design files
- Ensure assets are properly labelled and accessible

Required Qualifications & Experience

- Recent graduate or currently pursuing a qualification in Marketing, Communications, Media, Journalism, Film, Multimedia, or a related field.
- Experience creating content for social media through personal projects, freelance work, or internships is an advantage.
- A portfolio showcasing photography, video editing, or social media content is highly desirable.

Core Skills & Competencies

Design & Creative Skills

- Strong understanding of Instagram, Facebook, TikTok, and YouTube Shorts.
- Good photography and mobile content creation skills.
- Ability to shoot and edit engaging Reels and short-form videos.
- Basic knowledge of CapCut, Adobe Premiere Pro, Canva, or similar creative tools.
- Creative mindset with an eye for storytelling and visual trends.
- Good organisational skills and the ability to meet deadlines.
- Positive attitude, willingness to learn, and ability to work collaboratively.

Desirable Attributes

- Passion for music, arts, culture, and live events.
- Comfortable working in a fast-paced environment, especially during festival periods.
- Familiarity with social media trends and digital storytelling.
- Knowledge of Zanzibar and East African creative culture is an added advantage.

Organisation & Reliability

- Ability to manage multiple tasks and deadlines
- Attention to detail
- Consistent and reliable output

Communication & Teamwork

- Ability to follow direction and feedback
- Good coordination with team members
- Willingness to adapt in fast-paced environments

Working Approach & Team Culture

Busara Promotions is built on a strong sense of collaboration, shared purpose, and collective energy. While each role has clear responsibilities, our work, especially during the lead-up to and delivery of

our festivals, relies on everyone stepping in, supporting one another, and going beyond their defined scope when needed. Festival environments are dynamic, fast-paced, and at times unpredictable, and success comes from a team that is flexible, committed, and fully invested. We value people who bring a positive attitude, take initiative, and contribute to a strong team spirit where everyone works together to make the event happen