

Kay Tita Enterprise Marketing Intern Position

About Kay Tita

[Kay Tita](#) is a social impact non-profit organization that serves as a conduit providing changemakers in Haiti with a safe space and the resources they need to increase their impact, develop skills, and establish critical partnerships. The organization was founded by David Pierre-Louis in 2010 after the devastating earthquake in Port-Au-Prince, Haiti. Named after David's mother, Augusta Bienvenue, who goes by Tita, Kay Tita (pronounced: kai tea-tah) means Tita's House.

About Konbit Cafe

“Konbit”, pronounced 'KOHMB-BEET, is a virtue deeply embedded in many indigenous cultures that implies 'coming together for the public commons or communal good.' In our Haitian history, it is a traditional form of cooperative communal labor. Whereby the able-bodied folk of a locality helps each other prepare their fields. It is a time for solidarity and cooperation.

[Konbit Cafe](#), is a Haitian Specialty Coffee window service cafe nestled in the heart of the University District. We boast a well-crafted Haitian-inspired menu with coffee sourced directly from our farmer friends in the northern hills of Dondon, Haiti. Konbit Cafe is a portal/window into the community Kay Tita fosters throughout Haiti.

We hope our guests will use this transparent approach to our organization to learn about our culture and find ways to engage with us directly through celebration, action, hope, awareness, and learning. Every purchase directly supports our community.

As a Marketing Intern at Kay Tita / Konbit Cafe, you will be at the forefront of enhancing Kay Tita's mission, brand visibility and engaging with our customers, donors, and supporters. This internship offers a unique opportunity to gain hands-on experience in various marketing strategies and tactics while contributing to Kay Tita's growth.

Requirements:

- Strong interest in business, management, and entrepreneurship.
- Excellent organizational and multitasking skills.
- Familiarity with social media platforms and marketing concepts.
- Ability to contribute creative ideas to enhance marketing campaigns.
- Detail-oriented with a proactive attitude.
- Familiarity with google suites, CANVA, ADOBE, and other relevant tools.

We invite all prospective interns to apply by emailing a cover letter and a resume to robyn@kaytita.com. Thank you for your interest. We hope to hear from you!

Responsibilities:

Managing Social Media Marketing and Campaigns:

- Take charge of our online presence by managing social media marketing and campaigns using cutting-edge meta business suite platforms.
- You'll be at the forefront of creating engaging content that resonates with our audience and boosts brand visibility.

Collaborating on Email Marketing Strategies:

- Participate in the development and execution of impactful email marketing campaigns.
- Collaborate with the team to refine strategies based on performance metrics and customer feedback, ensuring our messages resonate with our audience.

Creating Visually Appealing Marketing Materials:

- Bring your creative flair to life by contributing to the creation of visually appealing marketing materials, including graphics and promotional items.

Monitoring and Analyzing Social Media Metrics:

- Delve into the analytics of our social media platforms, optimizing content and engagement strategies based on real-time metrics to ensure continuous improvement.

Engaging with Customers and Responding to Inquiries:

- Build meaningful connections with our audience by actively engaging with customers on social media platforms.
- Respond to comments and inquiries promptly, fostering a positive and interactive community.

Conducting Market Research:

- Stay ahead of industry trends by conducting market research.
- Identify competitor strategies and potential areas for growth, providing valuable insights to guide our marketing efforts.

Learning opportunities

- Gain a comprehensive understanding of the catalysts that led to the work Kay Tita fosters in Port-au-Prince, Haiti. Dive into the complexities of Haiti's history, including political instability, the impact of gaining independence from French colonizers, and the socio-cultural context.
- Engage in a variety of learning experiences, including readings, films, exploring relevant websites, and attending in-person events. These opportunities are designed to deepen your knowledge not only of our customers but also of the vibrant Haitian community that we serve locally and in Haiti, providing you with valuable insights that will enrich your role as a Sales Intern.