

## Njuka Social Media Influencers



### Overview / Job Description

The Njuka Gaming Company located in Lusaka is the creator and developer of Njuka the mobile game (<https://njuka.com/>). Njuka as it is commonly referred to in the local language is a card game indigenous to Zambia. It is enjoyed and played by many Zambians for fun and to make money.

We are interested in working with talented individual as a Social Media Influencer to promote the game. Your main goal will be gaining publicity for the game through various social media platforms such as Facebook, Instagram, Twitter, Tik Tok and many more. As a Social Media Influencer, you will be responsible for developing and executing organic campaigns to reach the desired target audience. You will also be responsible for creating content that will generate buzz and increase downloads of the game.

If you think you are Social Media Savvy with a decent following- then apply for this position right away. We will be happy to work with you (No experience required).

The role is by contract only (as an independent contractor) and the pay varies based on factors such as experience as an influencer, size of your following, quality of your influencers posting history and your content production capabilities. Therefore, it could be as low as K300 a month for 4 to 6 posts a month to thousands a month for experienced social media influencers or celebrities with large followings.

### Core Duties and Responsibilities

- Connecting to the brand and potential target audience across various social networking platforms.
- Educate consumers about the product
- Conducting activities and generating content that promote usage of the brand.

### Qualifications and Experience

- Experience as a social media influencer will be a plus.
- Technology Savvy and must own a smart phone, laptop and/or tablet.
- Excellent verbal and written communication.
- Ability to be engaging and energetic

### Application Process

Interested applicants may submit their application online at [www.njuka.com](http://www.njuka.com) and go to the partner with us section. <https://njuka.com/welcome/partner.html>

Questions to complete will include:

Have you ever promoted a gambling product?

Tell us more about yourself and your work as a social media influencer?

What kind of products you have worked with and how do you go about promoting those products?

What social media platforms are you on?

For the social media platforms ticked above. Please share your handles and the number of followers you have?

Please share your average engagement numbers for a selected period. And please share details of examples you deem as your most effective campaign

Only short-listed candidates will be contacted

The Njuka Gaming Co., Ltd located in, Lusaka, Zambia, is licensed and regulated as an online casino by the Ministry of Tourism under license No 0000032. No persons under the age of 18 years are permitted to gamble. Winners know when to stop. Warning: Gambling involves risk. By gambling on this platform, you run the risk that you may lose.