



DIGITAL MARKETING GRADUATE TRAINEE

(PUBLISHED 5 SEPTEMBER 2025)

Eswatini Civil Aviation Authority (ESWACAA), a Category A Public Enterprise responsible for the regulation of Civil Aviation in the Kingdom of Eswatini and the operation of King Mswati III International Airport. ESWACAA carries out its mandate in conformity with International Civil Aviation Organisation's (ICAO) Standards and Recommended Practices (SARPs).

Unleash Your Creativity & Shape Our Story: Digital Marketing Graduate Trainee

Are you a recent graduate with a dual passion for captivating visuals and compelling digital narratives? ESWACAA is looking for a versatile **Digital Marketing Graduate Trainee** to join our dynamic Marketing Team and help us bring our brand to life across all visual and digital platforms.

This is an incredible opportunity to kickstart your career, learn from experienced professionals, and make a real impact on our visual identity and online presence.

What You will Do:

As part of the On-the-Job training, the Graduate Trainee will be exposed to

- Design & Visuals:
 - Creation of a wide range of marketing materials, including digital ads, social media graphics, presentations, brochures, and event collateral.
 - Development and maintenance of ESWACAA's brand guidelines, ensuring consistency across all platforms.
 - Preparations of files for various outputs, including print and digital.
- Social Media & Content:
 - Planning, creating, and scheduling of engaging content for ESWACAA's social media channels (e.g., Facebook, X, LinkedIn, Instagram etc).
 - Monitoring social media trends, conversations, and competitor activities to identify opportunities for engagement.
 - Supporting community management by responding to comments and messages, fostering positive interactions.
 - Tracking and analysing social media performance metrics, contributing to reports on campaign effectiveness.

- Collaboration & Learning:
 - Collaborating with the wider Marketing Team and other internal departments to understand project requirements and translate concepts into compelling visual designs and digital content.
 - Staying updated on industry trends, design best practices, and social media innovations.

What We are Looking For:

- A recent graduate in Graphic Design, Visual Arts, Multimedia Design, Marketing, Communications, or a related field.
- A strong portfolio showcasing your graphic design skills, creativity, and understanding of design principles.
- Demonstrable passion for social media and a strong understanding of various platforms.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) is essential.
- Excellent written and verbal communication skills, with a creative and engaging writing style.
- Basic understanding of social media analytics and reporting.
- Attention to detail and a keen eye for aesthetics.
- Ability to work both independently and collaboratively in a fast-paced environment, managing multiple tasks and meeting deadlines.
- A willingness to learn and adapt in a dynamic environment.

What We Offer:

- A structured 24month graduate trainee program
- Hands-on experience working on real-world projects that make a difference.
- Opportunities for professional development and continuous learning.
- A supportive and collaborative work environment.
- The chance to contribute to a meaningful mission at ESWACAA.

Ready to launch your career in both design and digital storytelling with us? Submit your CV, a link to your online portfolio, and a cover letter outlining your experience in both graphic design and social media, and why you're a great fit for ESWACAA, to future@eswacaa.co.sz by **(Sunday, 14th September 2025)** Reference "**Digital Marketing Graduate Trainee**" as the subject line.

N.B: Only emailed applications will be admissible.

Only shortlisted candidates will be contacted.

All applications should be in PDF format not exceeding 11MB. Zipped or compressed files are not admissible.