



Job Description

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Job Title Communications Officer	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Intermediate	Industry Association & Societies
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Association & Societies: 3 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

The Communications Officer is responsible for developing and executing Organisation's communications strategy to strengthen its position as a leading private sector platform promoting ethical leadership, sustainability, and national development. The role ensures Organisation's initiatives, impact, and thought leadership are effectively communicated across diverse platforms, reinforcing visibility and engagement among members, partners, government, and the wider public.

Responsibilities

1. Strategic Communications

- Develop and implement an integrated communications strategy aligned with Organisation's mission and strategic priorities.
- Ensure all messaging reflects Organisation's values, positioning, and policy relevance.
- Collaborate across teams to support consistent, coherent, and high-quality communications for all Organisation initiatives.

2. Messaging & Content Development

- Craft and adapt key messages for diverse audiences including members, government, partners, and the media.
- Develop and maintain editorial calendars to guide regular, timely, and strategic communication outputs.
- Produce high-quality written and visual content — including articles, press releases, speeches, newsletters, and social media materials.

3. Media Relations & Digital Presence

- Identify and leverage communication channels (digital platforms, traditional media, events) to amplify Organisation's voice.
- Build and maintain strong relationships with journalists, editors, and media outlets to secure positive coverage.
- Oversee content management of Organisation's website and social media platforms ensuring brand consistency and accuracy.

4. Visibility, Branding & Events

- Support communication planning and coverage for Organisation's events, dialogues, and strategic initiatives.
- Ensure consistent and high-quality application of Organisation's brand identity across materials and external communications.
- Coordinate production of visibility materials, publications, and multimedia content.

5. Monitoring, Evaluation & Reporting

- Establish and track communication KPIs to measure reach, engagement, and visibility outcomes.

- Prepare monthly monitoring reports and quarterly communication impact summaries.
- Continuously assess communication effectiveness and recommend improvements to enhance reach and impact.

Strategic Relationships

- Internal: Works closely with the Management, Project Managers, and Organisation Secretariat team members.
- External: Engages with Organisation members, media representatives, partners, vendors, and other stakeholders.

Key Performance Indicators (KPIs)

- Development and execution of Organisation's annual communications strategy and calendar.
- Consistency, accuracy, and quality of Organisation communication materials across channels.
- Growth in digital engagement, media visibility, and stakeholder satisfaction.
- Effective measurement and reporting of communication outcomes against KPIs.
- Evidence of Organisation's enhanced visibility, credibility, and influence within Tanzania's private sector and development community,

Education & Qualifications

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field.

Requirements

- Minimum three (3) years' experience in corporate communications, media relations, or strategic PR
- Proven ability to translate complex issues into clear, compelling narratives and content
- Knowledge of Tanzania's socio-economic context and private sector landscape
- Experience in sustainability communication, advocacy, or public-private dialogue is an advantage
- Strong experience using digital communication platforms, publishing tools, and analytics.

Characteristics

- Strategic thinker with creativity in communication planning and execution
- Excellent interpersonal, presentation, and relationship management skills
- Strong writing, editing, and visual storytelling with attention to tone and accuracy
- Ability to engage senior executives, members, and partners with professionalism and diplomacy
- Proactive, adaptable, resourceful, and able to manage multiple priorities under pressure
- Strong analytical mindset, able to interpret communication metrics and insights.

Reporting To

- Management

Driving Licence

Not Required

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