



Job Description

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Job Title Content Creator	Job Location Arusha	Category -
Job Type Full Time	Job level Intermediate	Industry Manufacturing
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Manufacturing: 2 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

The Content Creator will be responsible for planning, filming, editing and publishing engaging social media content across all Company's Group brands. The role requires someone who is highly creative, comfortable appearing on camera when required, skilled in short-form video production, and able to identify trends that can be adapted into content relevant to the Group's businesses. The objective is to increase brand awareness, engagement, follower growth, lead generation and customer interaction across all digital platforms.

Responsibilities

Content Creation

- Create engaging short-form video content for:
 - Instagram Reels
 - TikTok
 - Facebook Reels
 - YouTube Shorts
 - LinkedIn Video Content
- Produce content for:
 - Manufacturing facilities
 - Product showcases
 - Employee stories
 - Customer testimonials
 - Factory processes
 - Product launches
 - Corporate events
 - CSR activities
 - Trade exhibitions
 - Sports and hospitality businesses
 - Educational and informative content
- Capture both video and photography content.

- Create content that is informative, entertaining and engaging.
- Develop behind-the-scenes content from various Group companies.
- Create trend-based content adapted to the business environment.

Video Production

- Plan and storyboard content ideas.
- Film content using smartphones, cameras and other equipment.
- Edit videos for social media platforms.
- Add:
 - Captions
 - Music
 - Graphics
 - Animations
 - Branding elements
 - Subtitles
- Ensure content is optimized for each platform.
- Maintain consistent visual quality and branding.

Social Media Content Planning

- Work with the Head of Marketing to develop monthly content calendars.
- Generate fresh content ideas regularly.
- Research industry trends and viral content opportunities.
- Suggest new campaigns and engagement strategies.
- Monitor competitor content and emerging social media trends.

Brand Representation

- Create content for the Group's brands
- Ensure all content reflects the professionalism, values and image of the Group.

Event Coverage

- Cover corporate events, launches and exhibitions.
- Produce same-day content for key events.
- Create highlight videos and event recaps.
- Capture content during company visits and stakeholder meetings.
- Support live content creation where required.

Analytics & Performance

- Monitor content performance.
- Track:
 - Views
 - Reach
 - Engagement
 - Shares
 - Saves
 - Follower growth
- Identify top-performing content.
- Recommend improvements based on performance data.

Education & Qualifications

- Diploma or Degree in Marketing, Digital Media, Communications, Journalism, Multimedia, Graphic Design or Related field
- Experience may be considered in place of formal qualifications.

Requirements

- Experience creating content for Instagram, TikTok and Facebook.
- Strong smartphone videography skills.
- Strong photography skills.

- Video editing skills.
- Understanding of social media algorithms.
- Ability to create engaging and viral content.
- Strong creativity and storytelling ability.
- Excellent communication skills.
- Ability to work independently.
- Experience using CapCut, Adobe Premiere Pro, Adobe Photoshop, Adobe Lightroom, Canva, Meta Business Suite & TikTok Creator Tools.

Characteristics

- Creative and innovative.
- Energetic and enthusiastic.
- Highly organized.
- Detail-oriented.
- Proactive and self-motivated.
- Comfortable working across different industries.
- Able to work under tight deadlines.
- Passionate about social media and digital trends.
- Willing to travel between Group locations when required.

Reporting To

Head of Marketing

Driving Licence

Not Required

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