



# Job Description

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<b>Job Title</b> Content Media Specialist	<b>Job Location</b> Dar es Salaam	<b>Category</b> -
<b>Job Type</b> Full Time	<b>Job level</b> Intermediate	<b>Industry</b> -
<b>Open to Expatriates</b> Only Open to Tanzanian Nationals		

## Minimum Requirements

<b>Min Budget</b> -	<b>Max Budget</b> -	<b>Primary Industry</b> -
<b>Secondary Industry</b> -	<b>Primary Category</b> -	<b>Secondary Category</b> -
<b>Certificate</b> -	<b>Qualification</b> -	

## Summary

Content Media Specialist will be responsible to:

To be responsible for creating and delivering high-quality content design and social media solutions that have highly impactful content and visually appealing design assets that effectively communicate the brand's message, engage the target audience, maintain brand consistency, and drive desired actions and results in alignment with the organisation's marketing and communications objectives.

Oversees all outgoing visual content to ensure that design principles and elements have been applied, considering variety and consistency within the content context.

## Responsibilities

### Content Creation:

- Develop creative and compelling content for various platforms, including the lottery's website, social media channels, newsletters, and promotional materials.
- Write explicit, concise, and accurate content communicating lottery-related information, including game rules, winners' stories, and responsible gaming messages.

### Brand Voice and Consistency:

- Maintain a consistent brand voice and tone across all content, ensuring that it aligns with the lottery's values, messaging, and goals.
- Collaborate with the marketing and design teams to ensure that content design and visuals align with the brand's visual identity.

### Content Strategy:

- Contribute to developing content strategies that align with the lottery's marketing objectives and target audience preferences.
- Research and stay updated on industry trends, competitor activities, and best practices to enhance the lottery's content strategy.

### Storytelling:

- Craft compelling stories highlighting winners' experiences, showcase the positive impact of lottery funds on communities and promote responsible gaming habits.

- Use storytelling techniques to engage and resonate with the audience emotionally.

#### **Digital Content Management:**

- Manage the content calendar, ensuring timely publication across various digital platforms.
- Optimize content for SEO to improve the lottery's online visibility and organic search rankings.

#### **Collaborations and Partnership:**

- Collaborate with internal stakeholders, such as the marketing, design, and customer support teams, to gather insights and ensure consistent messaging.
- Identify potential partnerships with relevant influencers, bloggers, or content creators to expand the lottery's reach.

#### **Compliance and Regulations:**

- Ensure that all content adheres to relevant regulations, laws, and ethical guidelines, especially regarding responsible gaming and advertising to vulnerable audiences.

#### **Analytics and Performance Measurement:**

- Track and analyse content performance using appropriate analytics tools to assess engagement, conversion rates, and other relevant metrics.
- Use data-driven insights to refine content strategies and improve future content creation.

#### **Adaptability and Innovation:**

- Stay flexible and open to adapting content strategies based on user feedback, market shifts, and emerging trends.
- Bring innovative ideas to keep the content fresh, exciting, and aligned with audience expectations.

#### **Educational Content:**

- Develop content that educates the audience about various aspects of the lottery, such as odds, game mechanics, and responsible gaming practices.
- Provide informative content that empowers players to make informed decisions.

#### **Responsible Gaming:**

- Develop creative that will not encourage under age persons. (no children, alcohol to be used in communication)
- Ensure complaint is adhered to at all times.

#### **Winners Communication:**

- Develop full winners' communication strategy for social media with creative content to amplify.

#### **Special Projects:**

- To support the business with any shared service requirements for each department as required.

#### **Design and Development:**

- Developing and creating visually appealing and engaging content across all platforms.
- Ensuring consistency in branding elements, visual identity, and messaging across all channels, including design elements (logo, colour scheme, typography), brand recognition and recall, and adherence to brand guidelines.
- Making recommendations to the team and management regarding design improvements, creative ideas, and best practices.
- Evaluating the relevance and quality of animations and graphics, ensuring they meet the desired objectives and standards.
- Collaborating with the team to develop, design, and produce print materials and implement electronic media solutions within specified deadlines.
- Creating presentations that support business unit sales, asset retention, or other objectives in coordination with the marketing team.
- Applying your knowledge of computer graphics software, traditional design methods, and printing techniques to ensure the quality and accuracy of deliverables while implementing efficient and cost-effective solutions.
- Managing projects from concept to completion, ensuring effective communication of project status according to department

and corporate workflow standards.

- Contributing to developing business solutions by appropriately applying creativity, originality, and corporate standards.
- Performing additional duties as assigned by management to support the overall objectives and needs of the organisation.

#### **Quality and Service Delivery:**

- Manage quality and risk by company's marketing and player protection policies and procedures.
- Collaborate with cross-functional teams and effectively communicate with stakeholders.
- Feedback from team members and stakeholders, timely completion of tasks, and successful execution of collaborative projects.
- Stay updated with industry trends, best practices, and new tools and technologies - Participate in relevant webinars, training, and conferences, implement new strategies and techniques, and self-assessment of skills growth.
- Keeping abreast of emerging technologies in new media, particularly design programs such as InDesign, Canva, Illustrator, Photoshop, Acrobat, Dreamweaver,
- Able to work on Microsoft Office – Word, Excel, PowerPoint and Outlook.
- Ensure all business files, images, documents, version saving and creative files are all saved systematically and correctly with back-ups maintained continuously
- Attention to detail and proof copy reading.

#### **Education & Qualifications**

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##### **Qualifications Required:**

- Diploma in Graphic Design, Visual Communication, and Digital Media or Multimedia and associated fields.

##### **Qualifications Preferred:**

- BA Degree in Graphic Design, Visual Communication, and Digital Media or Multimedia and associated fields

#### **Requirements**

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##### **Experience Required:**

- 5 + years of industry experience
- Have experience in Microsoft Office (PowerPoint, Excel, Word and Outlook)

##### **Experience Preferred:**

- 5 + years of advanced skills using the Adobe Creative Suite (which includes Photoshop, Illustrator, Dreamweaver, After Effects and InDesign) in creating designs
- Microsoft Office (PowerPoint, Excel, Word and Outlook)

#### **Characteristics**

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- Effective Planning and delivery against deadlines
- Graphic Design - Ability to apply expertise and advanced skills using the Adobe Creative Suite and other creative software tools
- Social Media Management
- Content Creation
- Branding and Visual Identity
- Digital Marketing Knowledge
- Analytics and Reporting
- Communication and Collaboration
- Creativity and thinking conceptually
- Time Management and planning according to defined timelines

#### **Reporting To**

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Marketing, PR Manager

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## Driving Licence

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Not Required

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