



Job Description

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Job Title Head, Marketing and Communications	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Head of Department	Industry Banking

Open to Expatriates
Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Banking: 4 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

- To establish strategy and policy direction for internal and external communications of Tanzania, including advertising, branding and image management
- To develop and implement brand management plans and ensure compliance across all businesses in Tanzania
- Define clear corporate communications and advertising strategies and programs to achieve brand objectives
- To provide oversight for corporate social responsibility strategy and programs

Responsibilities

- Establish strategy and policy direction for internal and external communications and corporate relations in Tanzania, including publicity and public relations, advertising, branding and image management
- Articulate clear brand goals and objectives and provide leadership for global brand management
- Define and implement clear strategies to achieve brand goals
- Establish guidelines for and ensure compliance for brand standardization and quality control and audit
- Articulate clear program for corporate and product advertising
- Oversee corporate social responsibility strategy and project definition/execution including budget allocation and management
- Establish overall strategy and program for community relations
- Develop public relations and promotional strategies
- Oversee sustainability program and activities
- Manage corporate communications and branding budget
- Track brand/perception indicators against the groups brand goals and objectives
- Perform other functions as assigned by the Country Managing Director

Education & Qualifications

- A first degree and membership of a recognised Marketing institute

Requirements

- Minimum of 7 years cognate experience, with a minimum of 4 years in Marketing/Branding / public relations function
- Min of 2 years' experience at senior management level

Characteristics

Skills / Competence Requirements

Required Knowledge, Skills and Abilities

- Excellent writing/Communicating skill
- Desktop publishing
- Computer proficiency
- Communications
- Branding
- Marketing
- Advertising
- Policy Development/Implementation
- Knowledge of regulatory guidelines and policies
- Knowledge of trends in the financial services industry

Supervisory Skills

- Leadership / Supervisory
- Team building / conflict management
- Organization & coordination
- General managerial / administration

Generic Skills

- Strategic Focus
- Integrity and Discretion
- Initiative/ Proactive
- Entrepreneurship
- Analytical skills / Problem solving
- Resilience, Tenacity and Integrity
- Interpersonal skills
- Communication (oral & written)

Reporting To

- Country Managing Director

Driving Licence

Not Required

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