



Job Description

9th Floor Tanzanite Park, Victoria, Dar es Salaam, Tanzania | +255 758 778 886 | info@empower.co.tz

Job Title Manager: Engagement	Job Location Dar es Salaam	Category Branding
Job Type Full Time	Job level Manager	Industry Business Services / Consultancy
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Business Services / Consultancy: 3 Years
Secondary Industry -	Primary Category Branding: 3 Years	Secondary Category -
Certificate -	Qualification -	

Summary

We are seeking a dynamic and skilled Manager to lead our Engagement Department, which encompasses brand management, social media strategy, and event coordination for our diverse clientele.

The ideal candidate will possess a strong background in graphic design, marketing and communications, with a proven track record of driving successful engagement campaigns. As the Manager of this critical department, you will be responsible for overseeing the team, developing innovative strategies, and ensuring exceptional client satisfaction

Responsibilities

Leadership & Strategy (30%)

- Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term
- Planning and execution of all communications and media actions on all channels, including online and social media
- Assisting with product development, pricing and new product launches as well as developing new business opportunities
- Creating and managing promotional collateral to establish and maintain product branding
- Managing the budget for advertising and promotional items
- Competitor and customer insights analysis
- Analysis of sales forecasts and relevant financials and reporting on product sales
- Development of engaging digital campaigns
- Researching cutting-edge Brand & PR best-practice to ensure the company is always a step ahead

Stakeholder Engagement (15%)

- Build long-term stakeholder relationships as part of our business development strategy (clients, media, government, ecosystem players, candidates)
- Conducting customer/client surveys to ascertain brand position and perception
- Build a quality relationship with internal customers and external clients

Content Development & Delivery (15%)

- Facilitate workshops/events for clients
- Ensure all of the organisations events are adequately branded
- Manage all social media calendars for all organisation brands
- Event management from all key strategic events
- Travel as per company requirements

Team Management (40%)

- Lead and manage a team of professionals, providing guidance, support, and mentorship to promote their professional growth and development.
- Set clear expectations, goals, and objectives for team members, aligning them with the company's overall strategic direction.
- Delegate responsibilities and tasks effectively, ensuring the efficient and timely completion of projects.
- Promote a sense of accountability and ownership within the team, fostering a high-performance work environment.
- Collaborate with People & Culture on recruitment and onboarding processes, identifying, and attracting top talent to strengthen the team.
- Act as a role model and advocate for the company's values, fostering a culture of integrity, professionalism, and excellence within the team.

Education & Qualifications

Degree in Marketing, Communications or PR

Requirements

Minimum of 3 years of experience in a Communications role

Characteristics

- Excellent understanding of marketing, communications & PR
- High energy individual that has inspirational qualities
- Fluent English & Kiswahili
- Strong Leadership Skills
- Strategic thinker who spots trends and a change champion
- Excellent interpersonal & analytical skills
- Master-Networker in person and online
- Critical thinker and problem-solving skills
- Good time-management skills

Driving Licence

Not Required

To Apply for This Job [Click Here](#)