



Job Description

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

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry -
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

The Marketing & Campaign Officer is responsible for supporting the planning, coordination, execution and monitoring of organisation's marketing campaigns, customer communication initiatives, promotional activities, events and other marketing operations.

The role ensures that approved campaigns are implemented accurately, within agreed timelines and in accordance with HaloPesa brand standards. The officer will also support customer acquisition, engagement and product awareness initiatives across different customer communication channels.

Responsibilities

A. Campaign Planning & Execution

- Support preparation and implementation of approved marketing campaigns and promotional activities.
- Coordinate campaign execution with relevant internal departments and external partners.
- Develop and maintain campaign implementation schedules and activity plans.
- Monitor campaign timelines, deliverables and execution progress.
- Ensure campaign materials and communications are deployed according to approved plans.
- Support customer acquisition, activation, engagement and retention campaigns.
- Coordinate promotional offers and product-awareness campaigns.
- Follow up outstanding campaign activities to ensure timely completion.

B. Marketing Operations

- Maintain up-to-date marketing activity trackers and campaign documentation.
- Support preparation of annual, quarterly and monthly marketing activity plans.
- Coordinate operational requirements for marketing campaigns.
- Support preparation of purchase requests, campaign materials and other required documentation.
- Maintain proper records of campaign approvals, communication materials and activity reports.
- Support coordination with vendors, agencies and other service providers.

- Monitor availability and distribution of marketing materials.
- Support preparation of marketing reports, presentations and management updates.

C. Customer Communication

- Support implementation of customer communication through:

SMS

USSD

Organisation's App notifications

Social media

Website

Digital channels

Other approved customer communication channels

- Coordinate customer communication schedules according to approved campaign plans.
- Ensure communication messages are accurate, approved and consistent with organisation's brand guidelines.
- Coordinate with relevant teams to ensure messages are sent to the correct customer segments.
- Support preparation and review of customer-facing promotional messages.
- Maintain records of customer communication activities.
- Support customer education and awareness initiatives.

D. Events, Activations & Roadshows

- Support organization and execution of marketing events, exhibitions, and roadshows and customer activations.
- Coordinate logistical and operational requirements for marketing activities.
- Support preparation of event materials, branding items and promotional tools.
- Coordinate with relevant departments, vendors and partners during events.
- Monitor execution of field marketing activities.
- Collect feedback and performance information from activations.
- Prepare post-activity reports highlighting results, observations and recommendations.

E. Campaign Performance Monitoring

- Monitor campaign performance against agreed objectives and KPIs.
- Collect and consolidate campaign performance data.
- Work with relevant teams to track transactions, customer participation, revenue, product usage and other campaign results.
- Compare campaign performance against expected outcomes.
- Identify campaigns or activities requiring improvement.
- Prepare campaign performance reports for management review.
- Support post-campaign evaluation and lessons learned.

F. Customer Acquisition & Engagement

- Support initiatives aimed at increasing new organization's customers.
- Support campaigns designed to increase active customers and transaction frequency. · Coordinate customer engagement and promotional activities.
- Support initiatives promoting organization's products and services.
- Work with Business, Customer Experience and other teams to support commercial campaigns.
- Monitor customer response and feedback from marketing activities.

G. Brand Compliance

- Ensure marketing materials and customer communication follow approved organisation's brand standards.
- Review campaign materials before deployment to confirm correct branding and messaging.
- Work closely with the PR & Brand Manager and creative teams on campaign materials.
- Report any incorrect or unauthorized use of organisation's branding.
- Support consistency of organisation's communication across different customer touchpoints.

H. Reporting & Documentation

- Prepare weekly and monthly marketing activity reports.

- Prepare reports for completed campaigns, promotions, events and activations.
- Maintain an updated campaign calendar.
- Maintain records of campaign costs, activities and results.
- Prepare presentation materials for management meetings.
- Document lessons learned and recommendations for future campaigns.

KEY PERFORMANCE INDICATORS (KPIs) Performance of the Marketing & Campaign Officer will be measured based on:

- Percentage of campaigns executed within agreed timelines.
- Achievement of campaign transaction targets.
- Achievement of customer acquisition and activation targets.
- Growth in customer engagement during campaigns.
- Campaign conversion rate.
- Number of successfully executed marketing campaigns.
- Timeliness of customer communication execution.
- Accuracy of campaign messaging.
- Percentage of campaign activities completed as planned.
- Timeliness and quality of campaign performance reports.
- Customer response to promotional activities.
- Number of successful events and activations.
- Compliance with organisation's branding standards.
- Campaign budget utilization against approved budget.

Education & Qualifications

Bachelor's Degree in Marketing, Business Administration, Mass Communication, Public Relations, Digital Marketing or a related field.

Requirements

- Minimum of 2–4 years' relevant experience in marketing, campaign management, promotions, customer engagement or related activities.
- Experience in telecommunications, fintech, mobile money, banking, FMCG or other customer-focused businesses will be an added advantage.
- Experience in organizing marketing campaigns, events or customer activations is preferred.

Characteristics

KNOWLEDGE & SKILLS The job holder should have:

- Good understanding of marketing and campaign management.
- Good understanding of digital and customer communication channels.
- Ability to coordinate multiple marketing activities simultaneously.
- Strong report-writing and presentation skills.
- Good knowledge of Microsoft Excel, PowerPoint and Word.
- Basic ability to analyze campaign performance data.
- Strong communication and interpersonal skills.
- Good planning and organizational skills.
- Ability to coordinate with different departments and external partners.
- Strong attention to detail.
- Ability to work under tight deadlines.

CORE COMPETENCIES

- Creativity.
- Results orientation.
- Planning and organization.
- Strong coordination skills.
- Customer focus.
- Communication skills.
- Teamwork and collaboration.
- Attention to detail.
- Accountability.

- Problem-solving.
- Ability to work under pressure.
- Commercial awareness.

Reporting To

PR & Brand Manager

Driving Licence

Not Required

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