



# Job Description

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

<b>Job Title</b> Marketing Manager	<b>Job Location</b> Dar es Salaam	<b>Category</b> -
<b>Job Type</b> Full Time	<b>Job level</b> Intermediate	<b>Industry</b> Energy & Natural Resources

**Open to Expatriates**  
Only Open to Tanzanian Nationals

## Minimum Requirements

<b>Min Budget</b> -	<b>Max Budget</b> -	<b>Primary Industry</b> Energy & Natural Resources: 2 Years
<b>Secondary Industry</b> -	<b>Primary Category</b> -	<b>Secondary Category</b> -
<b>Certificate</b> -	<b>Qualification</b> -	

## Summary

The Marketing Manager will be responsible for executing local marketing activities in line with corporate brand guidelines and marketing strategies set by the Head Office. The role focuses on social media management, event coordination, branding implementation, creation of contents basing on the projects and supplier management.

## Responsibilities

### Social Media Management

- Manage and update company social media platforms.
- Create engaging content aligned with corporate brand guidelines.
- Monitor engagement and provide performance feedback.

### Events & Activations

- Plan and coordinate customer events, exhibitions, and activations.
- Support product launches and promotional activities.
- Represent the company in marketing-related events.

### Branding & Advertising

- Coordinate vehicle branding activities.
- Ensure all marketing materials comply with HQ brand standards.

### Supplier Management

- Liaise with local marketing vendors (printers, branding agencies, billboard suppliers).
- Coordinate production timelines and ensure quality delivery.
- Manage budgets for approved marketing activities.

## Education & Qualifications

Bachelor's Degree in Marketing, Business Administration, or related field.

## Requirements

- 1–2 years' experience in marketing (fresh graduates may apply).

- Experience in a related industry is an added advantage

## Characteristics

---

- Strong communication and coordination skills.
- Ability to work independently with minimal supervision.
- Willingness to travel as required.
- Energetic and proactive personality.
- Strong organizational skills.
- Creativity and attention to detail.
- Ability to manage multiple tasks.
- Good interpersonal and negotiation skills.

## Reporting To

---

Managing Director

## Driving Licence

---

Not Required

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