



Job Description

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Job Title

Marketing Officer

Job Location

Dar es Salaam

Category

Marketing

Job Type

Full Time

Job level

Intermediate

Industry

Education & Training

Open to Expatriates

Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget

-

Max Budget

-

Primary Industry

Education & Training: 2 Years

Secondary Industry

-

Primary Category

Marketing: 2 Years

Secondary Category

-

Certificate

-

Qualification

-

Summary

An international school seeks a dynamic and experienced Marketing Officer to join the team. The ideal candidate should have at least two years of proven experience in marketing, focusing on multimedia, public relations, and marketing strategy. The Marketing Officer will be crucial in promoting the school's brand, enhancing its visibility and engaging stakeholders.

Responsibilities

Multimedia Marketing:

- Develop and implement multimedia marketing campaigns to enhance the school's online and offline presence
- Create engaging visual content for use across various platforms, including graphics, videos, and other multimedia materials
- Manage social media accounts to promote school events, achievements, and relevant updates

Public Relations (PR)

- Cultivate positive relationships with media outlets to secure coverage for school events, achievements, and initiatives
- Draft press releases, articles, and other PR materials to communicate key messages and maintain a positive public image
- Coordinate with key stakeholders, including parents, external stakeholders and community members, to enhance the school's reputation

Marketing Strategy

- Contribute to developing and implementing comprehensive marketing strategies to achieve brand goals and alignment with the Group standards
- Conduct market research to identify trends, competitor activities, and growth opportunities
- Collaborate with the group teams to align marketing efforts with the school's strategic objectives

Education & Qualifications

- Bachelor's degree in Marketing, Communications, or a related field

Requirements

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- Minimum of 2 years of experience in marketing, with a focus on multimedia, PR, and marketing strategy
 - Strong understanding and experience of digital marketing trends and social media platforms
 - Proven track record of successful multimedia campaigns and content creation
 - Proficient in Adobe Master Collection Package

Characteristics

- Proactive
- Strong communication skills
- Positive mindset
- Ability to work collaboratively and independently in a fast-paced environment

Driving Licence

Not Required

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