



Job Description

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Job Title

Marketing, PR and Winner Services Manager

Job Location

Dar es Salaam

Category

-

Job Type

Full Time

Job level

Manager

Industry

Entertainment

Open to Expatriates

Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget

-

Max Budget

-

Primary Industry

Entertainment: 5 Years

Secondary Industry

-

Primary Category

Secondary Category

Certificate

-

Qualification

Summary

Marketing, PR and Winner Services Manager will be Responsible for managing all marketing collateral, advertising and public relations agencies to develop all day-to-day operational requirements and a strategic marketing plan. To oversee the execution and implementation of the various efforts associated with the project, including evaluating the results of various marketing campaigns, spearheading market research efforts and coordinating initiatives across multiple channels.

The position is also responsible for developing marketing programs in specific channels, leading acquisitions, fostering customer retention, driving corporate affairs, providing sales support and advancing brand building.

Responsibilities

- Marketing and Advertising:** A strong understanding of marketing principles, including market segmentation, targeting, positioning, and campaign planning, is essential. Knowledge of various advertising channels, both traditional and digital, is crucial.
- Public Relations:** Familiarity with PR strategies, media relations, crisis management, and effective communication techniques is essential for managing the organisation's public image.
- Customer Service:** In-depth knowledge of customer service best practices, including handling inquiries, resolving issues, and delivering exceptional customer experiences, is vital for managing winner services effectively.
- Strategic Planning:** Candidates should demonstrate expertise in developing comprehensive and goal-oriented marketing and PR strategies that align with the organisation's objectives.
- Budget Management:** Understanding how to allocate and manage budgets for marketing, PR, and customer services activities while optimising resources for maximum impact.
- Analytics and Metrics:** Knowledge of relevant marketing analytics tools and metrics to measure the performance and effectiveness of campaigns, PR efforts, and customer service initiatives.
- Market Trends:** Staying updated with industry trends, consumer behaviour patterns, and emerging technologies that can impact marketing and customer service strategies.
- Compliance and Regulations:** Awareness of relevant regulations, laws, and industry standards for marketing, advertising, and customer services to ensure legal and ethical practices.
- Team Management:** Understanding effective leadership and management principles to lead and motivate cross-functional teams.

Education & Qualifications

- Bachelor and Postgraduate Business Degree in Business, Marketing or equivalent

- Project Management certification

Requirements

- 5 - 8 years' experience as a marketing manager, public relations.
- Project management experience, i.e. managing several large multi-stakeholder projects in parallel in a deadline-driven environment
- Experience in building complex marketing programs and reporting on results.

Characteristics

- Integrity
- Teamwork
- Respect
- Performance Driven
- Accountable
- Professional Excellence

Reporting To

General Manager

Driving Licence

Not Required

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