



Job Description

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Job Title Media Specialist	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

Media Specialist will be responsible to:

Manage the quality control and production of external and internal publications (e.g. game cards, newsflashes, alerts, snapshots, articles of interest), ensuring that published content is professionally written, consistent in style and appropriately targeted for relevant audiences. The role operates independently under broad management, supervision and control. This role is integral to creating and executing successful media campaigns for the National Lottery in Tanzania. Effective communication, strategic thinking, attention to detail, and the ability to adapt to changing market conditions are essential for individuals in these positions.

Responsibilities

Media Planning:

- **Strategic Planning:** Develop comprehensive media plans that align with the National Lottery's marketing objectives and target audience. This involves understanding the lottery's brand, products, and market landscape in Tanzania.
- **Audience Analysis:** Conduct thorough research to identify and understand the lottery's target demographics. This includes analysing consumer behaviour, preferences, and media consumption habits.
- **Media Selection:** Choose appropriate media channels, such as television, radio, print, online, and outdoor advertising, based on the target audience's preferences and media habits. Consider factors like reach, frequency, and cost-effectiveness.
- **Budget Allocation:** Allocate the budget across different media channels and campaigns, ensuring optimal distribution to achieve the desired marketing outcomes.
- **Campaign Integration:** Collaborate with other teams, such as creative and marketing, to ensure seamless integration of messaging and branding across all media channels.
- **Data Analysis:** Monitor the performance of media campaigns using relevant metrics and tools. Analyse the data to assess the effectiveness of different media channels and make informed adjustments as needed.
- **Trend Awareness:** Stay updated with industry trends, media innovations, and emerging technologies to enhance the lottery's media campaigns. **Negotiations:** Negotiate media rates and contracts with media vendors to secure favourable terms and cost-efficient placements.

Media Buying:

- **Strategic Planning:** Develop comprehensive media plans that align with the National Lottery's marketing objectives and target audience. This involves understanding the lottery's brand, products, and market landscape in Tanzania
- **Audience Analysis:** Conduct thorough research to identify and understand the lottery's target demographics. This includes

analysing consumer behaviour, preferences, and media consumption habits.

- Media Selection: Choose appropriate media channels, such as television, radio, print, online, and outdoor advertising, based on the target audience's preferences and media habits. Consider factors like reach, frequency, and cost-effectiveness.
- Budget Allocation: Allocate the budget across different media channels and campaigns, ensuring optimal distribution to achieve the desired marketing outcomes.

Media Management:

- Work closely with the Marketing, PR and Winner Services Manager to define the approach for internal and external media positioning.
- Develop media plans for changes, projects and general updates for group- wide or formal internal communications, proofread and edit the content and style of the communications before its distribution.
- Assist the Marketing, PR and Winner Services Manager in implementing the strategy regarding advertising, media coverage, promotions, game launches and events for the lottery business.
- Guide the development of new social media campaigns.
- Monitor the website content.

Planning & Implementation:

- Maintain and communicate the National Lottery Style guide and ensure all media communications meet these requirements.
- Work with product managers to agree on accurate briefs and overall objectives for written material. This includes providing "best practice" communications input and support to ensure communications tactics are well-positioned, prioritised, scoped and implemented.
- Guide the presentation of material in innovative and visibly-pleasing ways (e.g. infographics).
- Clarify, establish and manage expectations and deadlines for the company's internal and external communications activities, ensuring that publication objectives and deadlines are met.

External Communications:

- Manage the production and distribution of external communiqués, E-Alerts, newsletters, snapshots, and media briefs.
- Edit and approve the content for annual reports, press releases, and live television.
- Leverage content across all appropriate communication channels.

Writing:

- Write content appropriate for a broad range of communication channels and audiences.
- Write effectively to capture the target audience's attention. This includes:
- Understanding the industry terminology to write appropriate communiqués
- Translating core messages and concepts into clear language that can be understood

Proofreading and Editing:

- To support the copywriter with clear briefs and proofread and edit for publication across various media channels (including marketing collateral) to ensure it is grammatically correct and adheres to the company's /National Lottery writing style guide.

Special Projects:

- Develop, drive, implement and support various communications and media relations projects to leverage the company's strategic objectives internally and within the market.

Teamwork and Coordination:

- Build collaborative relationships with team members as required. This includes developing effective feedback loops with internal stakeholders to ensure that communications initiatives are implemented appropriately.
- Foster and leverage collaborative relationships with media representatives, media agencies and stakeholders to create value-adding and mutually beneficial alliances.

Brand Design and Development:

- Manage the execution of market research into brand perception, consumer behaviour or competitive positioning. Depending

on the type of research, research activities, including consumer focus groups, survey distribution, client meetings, and report preparation, may be done internally or outsourced to specialist providers to determine the best media platforms.

- Prepare market research findings and actions that will address brand perception.
- Make Recommendations to product and marketing colleagues when the creative process around advertising or product packaging should be outsourced and which parts should be done in-house.

Advertising and Media:

- Works within established project budgets, including working with Purchasing to obtain Purchase Orders and invoice payment
- Work with faculty on best practices in the use of lecture capture and other multimedia technologies
- Develop partnerships with outside organisations
- Develop the annual advertising, broadcast and media plans with input from colleagues in the marketing management team.
- Advise product managers on the most appropriate channels to use for advertising campaigns, including print, web, social media, broadcast or direct mail.
- Develop campaign concepts internally or with advertising agencies and drive the internal approval process before launching.
- Buy media time well in advance of the approved plans. New approvals are needed before committing to any advertising or broadcast time before committing to it.
- Oversee the production of advertisements and broadcasts for multiple platforms, including television, radio, digital and print media. This includes the broadcasting of lottery draw events. Ensure that all productions are aligned with the brand identity.
- Liaise with the compliance, legal and risk management teams to sign off on marketing literature and campaigns for regulated brands (such as lottery).
- Monitor the return on investment for advertising campaigns by obtaining reports on the sales results from sales teams. Make recommendations to adjust the movements to improve sales performance.
- Advise on whether to participate in trade shows or industry events and work closely with the event organisers to ensure that stands and critical note addresses align with brand standards.

Agency Management:

- Drive the process of selecting and contracting media houses and agencies by working closely with the Manager Procurement. Provide the technical information for a request for proposal documents, participate in the review panels that choose providers and provide market information on the agencies that should be invited to tender.
- Brief the agency teams on the specific campaign or brand development work requirements. Monitor their deliverables and ensure that regular feedback is obtained on their progress per the provided briefs.
- Brief agencies on product attributes for advertising or launch purposes.
- Supervise and guide all product-related advertising.
- Supervise and guide all social media advertising.

Education & Qualifications

Certifications from recognised advertising and marketing associations can enhance your credibility. For instance, certifications from organisations like the Chartered Institute of Marketing (CIM) or the International Advertising Association (IAA) could be beneficial.

Requirements

- **Strategic Planning:** Ability to develop comprehensive media plans that align with the National Lottery's marketing objectives and target audience. This involves understanding the lottery's brand, products, and market landscape in Tanzania
- **Audience Analysis:** Conduct thorough research to identify and understand the lottery's target demographics. This includes analysing consumer behaviour, preferences, and media consumption habits.
- **Media Selection:** Choose appropriate media channels, such as television, radio, print, online, and outdoor advertising, based on the target audience's preferences and media habits. Consider factors like reach, frequency, and cost-effectiveness.
- **Budget Allocation:** Allocate the budget across different media channels and campaigns, ensuring optimal distribution to achieve the desired marketing outcomes.
- **Campaign Integration:** Collaborate with other teams, such as creative and marketing, to ensure seamless integration of messaging and branding across all media channels.
- **Data Analysis:** Monitor the performance of media campaigns using relevant metrics and tools. Analyse the data to

Characteristics

- Understanding of the local media landscape in Tanzania, including knowledge of popular media outlets (TV, radio, print, online) and their audience demographics.
- Awareness of industry trends, technological advancements, and emerging media platforms.
- Proficiency in Microsoft Office Suite, particularly Excel, for data analysis.
- Familiarity with media planning and buying tools, such as media analytics platforms and ad management software.

Reporting To

Marketing, PR and Winner Services Manager

Driving Licence

Not Required

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