



Job Description

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

Job Title Public Relations 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

Public Relations Officer will be responsible to:

Promote a positive public image of the organisation by formulating, implementing and monitoring public communications plans and advising on aspects related to public relations. Manage the organisation's interactions with the media and own the process and contents of external communications.

Responsibilities

Public Relations Management:

Winner Communication:

- Develop and implement communication strategies to engage and inform winners about their prizes , including prize claiming procedures, timelines, and requirements.
- Craft personalized winner announcements, press releases, and communications to celebrate winners and share their stories.

Brand Management:

- Assist in developing and maintaining a consistent and compelling brand identity across all communication channels.
- Collaborate with the marketing team to ensure that PR efforts align with overall branding and messaging strategies.

Media Relations:

- Cultivate relationships with media contacts and journalists to promote positive stories about winners and the organization.
- Coordinate media interviews, appearances, and features for winners, ensuring positive and accurate representation.

Crisis Communication:

- Support the PR team in developing crisis communication plans and strategies to address negative publicity or challenging situations related to winners or the brand.
- Winner Services Liaison:
 - Serve as a liaison between winner services and the PR department to ensure consistent and accurate winner communication.
 - Relay winner feedback and concerns to relevant teams to continuously improve the winner experience.

Content Creation:

- Generate engaging content, including press releases, articles, blog posts, and social media updates, highlighting winners' stories and contributions.

Social Media Management:

- Manage the organization's social media accounts, sharing winner-related content and responding to comments and inquiries in a timely manner.

Event Support:

- Assist in planning and executing PR events, including winner recognition events, press conferences, and award ceremonies.

Analytics and Reporting:

- Monitor and analyze PR campaigns and initiatives, tracking metrics to evaluate the effectiveness of winner and brand-related communications.

Collaboration:

- Collaborate with internal teams, including marketing, customer service, and legal, to ensure consistent messaging and effective winner communication.

Industry Awareness:

- Stay updated with industry trends, media landscape changes, and best practices to continually enhance PR strategies.

Managing Public Interaction:

- Work with the Marketing, PR and Winner Services Manager to define the detailed company's plans for public relations covering media, government relations (other than with the regulators), non-governmental organisations, local community engagement and social media.
- Provide input into the public relations aspects of the Marketing policies, including government relations, digital marketing, product plans, corporate social investment and enterprise development.
- Maintain a database of key media contacts, including their updated contact details, coverage focus, level of influence and current perception of company's businesses and brands.
- Respond to requests from local or international media and other stakeholder groups by supplying the appropriately prepared information or referring the issue to the relevant persons within the organisation who is mandated to deal with the issue at hand.
- Write press releases, presentations and speeches on behalf of the organisation and its senior management and refer them to the Marketing, PR and Winner Services Manager for approval.
- Copy-edit, proofread and revise information before the press release to ensure that it meets the required standards and objectives of the organisation's public relations strategy.
- Maintain the company employees authorised to respond to media questions or participate in public events such as conferences. Coach these employees on protocol and public image. Support the development of their presentation material, speeches or question- and-answer scripts.
- Coach and otherwise assist representatives of the organisation on effective public- and external communications to ensure that they are adequately prepared to promote the organisation's image in this regard.
- Prepare and coordinate emergency public responses to limit damage to the organisation's public image when extraordinary incidents occur. Advise the senior team on the communication level, content, contacts and channels to use during such incidents.
- Maintain media relations content, including executive biographies, case studies and newsletters according to the organisational policy on public relations.

Promote a Positive Public, Corporate Image:

- Formulate, implement and monitor programs and communications with relevant internal and external parties to maintain a favourable public image and positive perceptions of the organisation's agenda.
- Establish and maintain relationships with representatives of various stakeholders, including the community, employees, customers and public interest groups.
- Consult with senior management to identify trends, fundamental group interests and other potential concerns that may impact the organisation's image. Advise on business decisions from a public relations perspective.

- Prepare and edit publications for external users in light of public relations policy and guidelines.
- Formulate and implement social media plans and policies with the Marketing, PR and Winner Services Manager and monitor and report on social media-related issues as required. Advise senior management on when to proactively use social media to promote the brand and reputation of company's businesses.
- Conduct research on media coverage and trends and report to senior management on findings and recommendations every quarter or as required. Make recommendations to the Marketing, PR and Winner Services Manager on whether media monitoring should be done internally or by specialised agencies (e.g. News clips).
- Maintain the corporate information sections of the different company businesses (the "About Us" pages) and ensure that the information is always current.
- Source speaking opportunities at public events such as industry conferences, university interest groups, community events and others that could allow senior management to promote the company's brands.
- Support the Specialist, CSI and Sponsorships in their duties by planning media coverage for CSI and Sponsorship activities, recommending the publicity approach and providing input on which events and organisations would benefit company's corporate image most. Act as one of the approvers of the events and organisations to be supported. Ensure that the types of organisations that are selected are not likely to cause reputational damage to company's brand.
- Deal with all enquiries from the public, the press, and related organisations.
- Design and execute promotional campaigns that involve direct communication with the community, consumers, and shareholders.
- Coordinate community events to foster goodwill, design public information campaigns to increase awareness about the company, shareholders and brands, and create informational materials for investors.
- Directly participate in the development of the companies' marketing strategies.
- Speaking publicly at interviews, press conferences and presentations
- Provide clients with information about new promotional opportunities and current PR campaigns progress.

Marketing & Social Media Support:

- Develop quarterly and annual Public relations strategies to support the company and each National Lottery game.
- Incorporate various media platforms to build and sustain a good image for a company, organisation or brand through planned publicity campaigns and PR activity.
- Work with the marketing team to develop publicity strategies and campaigns to support game launches/enhancements or jackpot rollovers.
- To manage all social content and player communications for the National Lottery.
- Writing and producing presentations and press releases to support marketing activities.
- Liaising with marketing and regulatory affairs about budgets, timescales and objectives.

Administrative duties and events coordination:

- Plan and manage the allocation of resources for public relations events and initiatives and present recommendations to the Marketing, PR and Winner Services Manager for approval.
- Monitor the availability and condition of resources for public relations management. Report to the Marketing, PR and Winner Services Manager on findings every month or when required.
- Maintain a press and other media releases database and promptly supply information to relevant senior management personnel as required.
- Work with event coordinators and the marketing unit to determine and manage event budgets.
- Participate in the coordination events, including press releases, community-based events and other relevant occasions as required, by planning, attending and reviewing the event in consultation with event coordinators.
- Organising promotional events such as press conferences, open days, exhibitions, tours and visits
- Analysing & share reports with management on media coverage
- Designing, writing and producing presentations, press releases, articles, leaflets, 'in-house' journals, reports, publicity brochures, website information, and promotional videos.
- Commissioning or undertaking relevant market research.

Education & Qualifications

Qualifications Required :

- Diploma or Advanced Certificates in Public Relations Management or related fields.

Qualifications Preferred:

- University Degree in Public Relations Management or related fields.

Requirements

Experience Required:

- 5 years + experience in the public relations management field.

Experience Preferred:

- 7 years + experience in the public relations management field in the gaming or lottery industry
- Proven experience 7 + years in public relations, with a focus on winner communication and brand management.

Characteristics

- Knowledge of the latest social media and digital media trends
- Proofreading and editing skills
- Knowledge of relevant software e.g. MS Office; publishing software; graphics and photo imaging software.
- Social perceptiveness
- Problem-solving
- Planning and organising
- Reporting
- Effective communication
- Oral- and written communication skills

Reporting To

Marketing, PR and Winner Services Manager

Driving Licence

Not Required

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