



Job Description

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Job Title Senior Coordinator - Digital Marketing	Job Location Dar es Salaam	Category Digital Media
Job Type Full Time	Job level Intermediate	Industry Business Services / Consultancy
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Business Services / Consultancy: 3 Years
Secondary Industry -	Primary Category Digital Media: 3 Years	Secondary Category -
Certificate -	Qualification -	

Summary

The Senior Coordinator - Digital Marketing will be responsible for integrating digital marketing assets, creating online content, driving brand awareness, and coordinating digital marketing campaigns.

The central goal is to help grow the brand's influence locally & globally while also increasing brand loyalty and awareness. They should have a firm grasp of the different digital touch points, drive highly effective digital campaigns, enhance user experience, and deliver on digital objectives.

They must have outstanding communication & creative thinking skills and strategies that will be an essential part in driving the brand's digital narrative, enhancing the organisation's image, improving digital communication with clients, and encouraging business growth through effective campaigns.

Responsibilities

Marketing (40%)

- Creating & supporting marketing initiatives
- Managing the company's mailing lists & Quarterly Newsletter
- Handling product and service launches
- Editing Marketing material
- Identifying and engaging with online vendors where necessary
- Coordinating marketing events (online & in person)
- Manage execution of the company's Digital events
- Developing content for all the company's digital platforms
- Researching cutting-edge digital marketing best-practice to ensure the company's is always a step ahead
- Optimise SEO
- Develop and monitor campaign budgets

Stakeholder Engagement (20%)

- Build long-term stakeholder relationships as part of our business development strategy (clients, media, government, ecosystem players, candidates, customers)
- Conducting customer/client surveys to ascertain brand position and perception
- Support Brand & PR Manager to attend Media interviews & engagements on radio, TV or social media events when necessary
- Build a quality relationship with internal customers and external clients
- Ensure compliance of all the company's partnerships and agreements (digital branding on partner websites)
- Use your social media to engage with the company's community professionally in an engaging way – ensure you are an

example to the wider team

- Work with the team to brainstorm new and innovative growth strategies
- Prepare accurate reports on our marketing campaigns overall performance

Content Development & Management (40%)

- Ensuring all the company's staff are well branded
- Support the company's Staff with professional photos, branded LinkedIn/Twitter accounts
- Support key the company's events
- Manage the company's photo gallery
- Copy writing & copy editing for all the company's content
- Tracking and reporting on campaign progress
- Working with inhouse team to source images and artwork and collating content
- Updating online assets
- Streamlining digital marketing production
- Oversee and manage all contests, giveaways and other digital projects
- Evaluate important metrics that affect our website traffic, service quotas and target audience
- Travel as per company requirements

Education & Qualifications

- Degree in marketing, Advertising or equivalent

Requirements

- 3 years of experience in Communications role
- Excellent understanding of marketing, communications & PR
- Master-Networker in person and online
- Experience with online community building & digital storytelling
- Strategic thinker who spots trends and a change champion
- Data driven & Knowledge of web analytics
- Excellent interpersonal & analytical skills
- Active on social media
- Fluent English & Kiswahili

Characteristics

- Creativity
- Time Management
- Meticulous with details
- Ambitious
- Assertive & Extroverted
- Energetic & Enthusiastic
- Confident
- Highly persuasive & Motivational
- High energy individual that has inspirational qualities

Reporting To

Brand & PR Manager

Driving Licence

Not Required

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