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Moshi, Tanzania

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**Marketing Officer**

Contract: Fixed – 12 months

Working Hours: 45 hours per week (including evenings and weekends)

Accountable to: Operations Manager

Salary: TZS. 450,000/month (gross)

Location: Moshi, Tanzania

Additional benefits: Extensive Incentives Package including rent, telephone and meals allowance and employee contributions towards family medical insurance

**Introduction**

Kijana Kwanza (Young People First) is a grassroots organisation based in Moshi, Tanzania that aims to empower disadvantaged children and young people with the skills and opportunities to prepare them for a future without poverty.

The organisation directly sponsors over 250 children and young people, most of whom are orphaned, abandoned or from single-parent families, who reside in the community, in foster care or on-site at one of our children’s homes or youth hostels. Most of our children and young people attend school, learn practical trades in our workshop or are enrolled at college to study towards a professional qualification. Outside of formal education, we deliver an extensive programme of extra-curricular learning, which emphasises soft skills development, leadership training and digital inclusion.

Aside from direct child and student sponsorship, Kijana Kwanza delivers a variety of day services and social welfare provision from its headquarters in Moshi Town, for the wider community of children, young people and their families. These include free Computer classes, a Study Café, hardship grants and interest-free loans, seasonal campaigns, community events and microfinance initiatives.

For a full list of our activities, visit [www.kijana-kwanza.org](http://www.kijana-kwanza.org).

**Post Summary**

The Marketing Officer is responsible for developing marketing and fundraising materials to promote the organisation’s work, with the aim of attracted new international donors and supporters and raising

awareness of Kijana Kwanza locally.

This role requires close coordination with our international team based in the UK. You will act a bridge between Tanzanian and UK staff, providing them with regular updates on the organisation’s day to day activities and sharing the impact of our work through both written and visual content.

Locally, you will manage the organisation’s Swahili-language social media and oversee community outreach to enhance the organisation’s visibility in Moshi, and across Kilimanjaro Region.

The Marketing Officer will require **specific skills** in graphic design, using Canva, Photoshop or similar software, experience of taking photographs and editing videos to a professional standard.

**Duties and Responsibilities**

* Contribute to the planning and delivery of an international fundraising, marketing and communications plan
* Capture compelling impact stories through photos, videos, and written materials
* Work with staff and beneficiaries to gather testimonials and case studies
* Design promotional materials to support specific fundraising campaigns
* Develop a social media schedule for the organisation's Swahili language platforms, including Facebook, Instagram, WhatsApp and TikTok.
* Prepare relevant content for timely publication across all Swahili language platforms
* Design banners, posters and signage for printing and display across the organisation's sites and premises
* Undertake outreach in the local community to develop and expand our local networks
* Assist with organising and coordinating local events, campaigns, and community engagement activities
* Maintain and update the organisation's website, ensuring it is up to date with current and relevant content.
* Ensure consistent branding across all communication channels
* Stay up to date with industry trends and best practices in nonprofit marketing

**Other**

* Attend planning and supervision meetings
* Participate in training and development opportunities
* Undertake any other tasks relevant to the organisation's operational needs.

**Person Specification**

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| --- | --- | --- |
|  | **Essential** | **Desirable** |
| Diploma in Marketing, Communications, Public Relations, or a related field | X |  |
| At least 2 years of experience in marketing, social media management, or fundraising, preferably in the non-profit sector |  | X |
| Excellent communication, writing and presentation skills in English and Swahili | X |  |
| Experience of using varied social media platforms and tools | X |  |
| Knowledge of updating WordPress sites |  | X |
| Graphic design and video editing skills (Canva, Adobe or similar) | X |  |
| Ability to create engaging content for social media, newsletters, and websites | X |  |
| Creative skills and ability to think outside the box | X |  |
| Community outreach and networking skills |  | X |
| Project and event management skills |  | X |
| Committed to Kijana Kwanza’s mission and working with vulnerable children and young people | X |  |

**[End]**