

CHRISTIAN COUNCIL OF TANZANIA

USAID Tuwajibike Project

Job Descriptions

Job Title: Digital Communications Officer

Location: CCT Dodoma

Reports to: Chief of Party

Position Type: Full-time

Employment Type: Contract for One-year, renewable based on performance

Job Overview

USAID Tuwajibike Project is a 3-year project aimed at improving public service delivery through increased citizen and civil society agency to demand government transparency and accountability. The Digital Communications Officer will be responsible for managing and enhancing the visibility of the USAID Tuwajibike project through the approved Branding and Marking Strategy. This role involves creating, curating, and managing content across various digital platforms to engage stakeholders and promote the project's objectives.

Key Responsibilities

1. Content Creation and Management:

- Develop and implement a digital content strategy that aligns with project goals.
- Create, edit, and publish engaging content (text, images, video) for the project's website, social media channels, and other digital platforms.
- Ensure all content is consistent with the project's branding and marking strategy.

2. Social Media Management:

- Manage and grow the project's social media presence on platforms such as Facebook, Twitter, Instagram, and LinkedIn.
- Develop and schedule regular posts, monitor engagement, and respond to comments and messages.
- Analyze social media metrics to track performance and optimize content strategy.

3. Website Management:

- Maintain and update the project's website with relevant and timely content.
- Ensure the website is user-friendly, accessible, and optimized for search engines (SEO).
- Monitor website analytics to track visitor behavior and improve user experience.

4. **Email Marketing:**
 - Design and distribute email newsletters and updates to stakeholders.
 - Manage email lists and ensure compliance with data protection regulations.
 - Analyze email campaign performance and implement improvements.
5. **Multimedia Production:**
 - Create and edit multimedia content, including graphics, infographics, videos, and podcasts.
 - Work with external vendors as needed for specialized multimedia projects.
6. **Digital Campaigns:**
 - Plan and execute digital campaigns to raise awareness and engage the target audience.
 - Monitor and evaluate the effectiveness of digital campaigns and adjust strategies as needed.
7. **Monitoring and Evaluation:**
 - Track and report on key digital metrics and analytics.
 - Use data to inform digital communications strategy and improve engagement.
 - Prepare regular digital communications reports for project management and stakeholders.
8. **Stakeholder Engagement:**
 - Engage with project stakeholders through digital channels to foster relationships and collaboration.
 - Support online community-building efforts and facilitate discussions on relevant topics.

Qualifications

- Bachelor's degree in ICT, Communications, Digital Media or a related field.
- Minimum of 3 years of experience in digital communications, preferably within the non-profit or development sector.
- Proficiency in content management systems (CMS), social media platforms, and email marketing tools.
- Strong knowledge of SEO, web analytics, and social media metrics.
- Excellent writing, editing, and storytelling skills.
- Experience with graphic design and multimedia production tools (e.g., Adobe Creative Suite).
- Strong organizational and project management skills.
- Effective communication and interpersonal skills.
- Ability to work independently and as part of a team.
- Commitment to the goals and values of the project and the organization.
- Fluency in English and Swahili is required.

Working Conditions

- Flexibility in working hours may be required to meet project deadlines.
- This position may require frequent travel to project sites.
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Email for Application ahr@cct.or.tz

Deadline for application - 21st June 2024