



ANGLICAN CHURCH OF TANZANIA
DIOCESE OF MASASI

Job Opportunity

Job title: Communication Officer

Service: Branding and Communications

Reports to: Projects Manager

Office Location: Masasi

Job Overview:

The Diocese of Masasi is legally recognized under the Anglican Church of Tanzania. The Diocese in partnership with Grille Foundation and World Vision Tanzania is currently implementing a number of development programmes including: The Masasi Water Supply, Sanitation and Hygiene (WASH) project in Lindi district (Lindi region) and Tunduru district in Ruvuma region; the health and education initiatives at Mtandi (Masasi district) and Rondo (Lindi Rural district) and Pastoral Care Services carried out in Parishes in the diocese.

The communication and branding approaches are among the efforts made by the diocese to achieve its mission and vision. Therefore, the diocese is seeking a professional and dynamic person with communication and storytelling skills that will enable him/her communicating with media on project news, implementing communication policies and procedures to upholding the diocese's brand image.

His/her major roles include managing and overseeing the diocese's communication and social media platforms (i.e. Instagram, Twitter/X, and LinkedIn), website and any other education, information and communication materials including newsletters, as well as, developing and implementing communications for internal and external audiences including development partners, stakeholders and media.

Specifically, the communication officer will have the following roles and responsibilities:

- Developing decent, meaningful and impactful contents that align with our mission, vision, core values and project goals and objectives for branding and promoting organisational development activities (WASH, Education and Health Initiatives, and Pastoral Care Services).
- Collaborating with management to develop and implement an effective communications strategy based on our target audience.
- Preparing and managing the organization's communication budget.



- Managing the organization’s communication tools (i.e. social media, newsletter, and website).
- Collecting photos and conducting interview sessions with project’s beneficiaries, key partners and stakeholders during projects implementation processes.
- Developing, writing, editing and distributing various types of contents, including publications, website, social media, news letter, blogs, and other marketing materials that communicate organisation’s development activities.
- Enhancing the organisation’s reputation/brand and coordinating publicity events as required.
- Tracking analytics/metrics and preparing reports detailing successes and learnings of communications campaigns/promotions.
- Promoting communications and marketing material through appropriate social channels.
- Establishing and maintaining effective relationships with journalists, key partners or stakeholders; and maintaining a media database
- Ensuring that all communications and marketing materials align with the organisation's mission, vision, objectives or goals, and core values.
- Maintaining digital media archives including photos and videos
- Advising other colleague and managers on communication tasks

Requirements:

- Bachelor's degree in public relation and marketing, mass communication, journalism, or related fields.
- Minimum of 2 years with relevant experience in communication, or public relation and marketing role.
- Knowledge of Adobe PhotoShop, InDesign, Illustrator, and Canva is an asset
- Proficient in Microsoft Office, Content Management Systems, and Social Media Platforms.
- Excellent communications skills, both verbal and written
- Excellent in both English and Swahili languages.
- Good time management and organizational skills.
- Must possess exceptional writing skills and be able to compose engaging and accurate content.
- Experience of handling complex communications campaigns.
- Experience of producing a range of marketing materials.
- Understanding of communications, public relations and marketing best practices.
- Ability to think strategically and identify ways to improve communication efforts.
- Must be resourceful and take initiative even in crisis and when given minimal direction

Application Instructions:

The closing date for submitting applications is Friday, 03rd November 2023 at 4:00 p.m. (East African Time). Qualified women are strongly encouraged to apply. Applications attached with CVs and copies of certificates should be sent to the “Executive



Secretary, Diocese of Masasi, P.O. Box 31, Masasi - Mtwara” through the following email: joycehaji@yahoo.ca and copies to medard2011@gmail.com and monjesa20@gmail.com or by hand.

Note: We regret that only short-listed candidates will be contacted.