



## CAREER WITH BRAC ENTERPRISE TANZANIA LIMITED

### *About BRAC Enterprises Tanzania Limited (BETL)*

BRAC is one of the largest providers of non-formal education in the world. We have been running schools in Bangladesh for 30+ years and internationally since 2002. BRAC currently operates a global pre-primary school program in Bangladesh, Tanzania, and Uganda, and we are developing markets for early childhood development (ECD) for 3-5-year-olds in the same countries through our 'Play Labs' project. In Tanzania, this includes the operation of 30 play labs co-located with the Tanzanian Government and funded through the Yidan Prize.

BRAC Enterprises Tanzania Limited (BETL) is a registered private company in Tanzania. Working as a social enterprise, BETL is currently piloting a cross-subsidy business model for ECD to improve the development of 3-5-year-old children in Tanzania. Through this project, BRAC aims to catalyze the ECD private sector in Tanzania by developing a sustainable business model for the provision of low-cost, high-quality, and scalable play-based ECD program. The BETL team recently opened five schools and is in the process of launching one mobile ECD program in Dar es Salaam.

BRAC in Tanzania is seeking applications from competent, dynamic and self-motivated individual to fill up the following position;

### **Position (1): Marketing Officer**

***Job Location:*** Dar es Salaam.

### **Job Summary:**

We are currently looking for an enthusiastic, skilled and innovative Marketing Officer to join our dynamic team. You will be responsible for developing, implementing, and overseeing strategic marketing initiatives to drive brand awareness and achieve business objectives. As a Marketing Officer, you will collaborate closely with our Communication Department, contributing to various marketing initiatives. This role offers an excellent opportunity to gain hands-on experience in a thriving startup environment and play a pivotal role in our organizational growth. The preferred candidate for the role should have exceptional communication skills, a proactive attitude toward learning and growth, demonstrate outstanding leadership attributes, strategic acumen, and a verifiable history of effective marketing practices.

### **Qualifications**

Bachelors or Master's degree in Marketing, Business Administration, or a related field.

Proven experience (2+ years) in a marketing role, demonstrating successful strategy development and implementation

### **Responsibilities:**

- Strategy Development: Develop and execute comprehensive marketing strategies and campaigns aligned with BETL's mission, market trends, and the Angaza brand launch, overseeing their implementation and adaptation as needed.
- Team Leadership: Manage the marketing activities, fostering a collaborative environment and guiding team members in achieving their individual and collective targets. Line manage one marketing intern.
- Campaign Management: Direct and supervise marketing campaigns from ideation to execution, ensuring effective brand positioning and consistent messaging across all channels.
- Market Research and Analysis: Conduct market research to identify consumer trends, competitor insights, and market opportunities, using data-driven approaches to guide marketing decisions.
- Budget Management: Oversee marketing budgets, allocating resources effectively to optimize campaign performance and achieve maximum returns on investments.
- Brand Development: Drive brand development initiatives, ensuring brand consistency and continuous enhancement through innovative strategies and creative campaigns.
- Partnership and Collaboration: Establish and manage relationships with external partners, agencies, and vendors to support marketing objectives and promotional activities.
- Performance Monitoring: Utilize analytics tools and metrics to measure campaign performance, analyze results, and make data-driven recommendations for future improvements.
- Reporting and Presentation: Prepare regular reports and presentations for senior management, providing insights, updates, and strategic recommendations for marketing initiatives.
- Content Creation: Oversee the crafting of engaging content across diverse marketing channels, particularly social media, to enhance brand presence and engagement.
- Ensure all BRAC systems are followed efficiently and support staff in the field to carry out activities ensuring all processes are followed.
- Promote and abide by internal policies and procedures including BRAC's child protection and safeguarding policies. Ensure child rights-based programming at field and office level

### **Required Skills / Capacity**

- Growth mindset
- Willingness to work independently, to learn and take initiative
- Currently pursuing a degree in Marketing, Business, Communications, or a related field.
- Strong verbal and written communication skills.
- Familiarity with basic marketing principles and concepts.
- Knowledge of Microsoft Office Suite (Word, Excel, PowerPoint) and Google Suite.
- Detail-oriented with excellent organizational skills.
- Ability to work both independently and collaboratively in a team environment.
- Creative thinking and problem-solving abilities.

**EMPLOYMENT TYPE:** *CONTRACTUAL*

**SALARY:** *Negotiable*

**How to apply:**

If you feel you are the right match for the above-mentioned position, please apply by sending your CV and cover letter through email to: [recruitment.tanzania@brac.net](mailto:recruitment.tanzania@brac.net) with a subject "Marketing Officer"

Please mention the name of the position, in the subject bar.

Only complete applications will be accepted, and shortlisted candidates will be contacted.

*Women are highly encouraged to apply.*

**Application deadline: 7<sup>th</sup> January 2024**

BRAC is committed to safeguarding children, young people, and vulnerable adults, and expects all employees and volunteers to share the same commitment. We believe every stakeholder and every member of the communities we work with has the right to be protected from all forms of harm, abuse, neglect, harassment, and exploitation - regardless of age, race, religion, and gender, status as an individual with a disability or ethnic origin. Therefore, our recruitment process includes extensive reference and background checks, self-disclosure of prior issues regarding sexual or other misconduct and criminal records and our values are a part of our Performance Management System.

**BRAC is an equal opportunities employer.**