



THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF INDUSTRY AND TRADE
COLLEGE OF BUSINESS EDUCATION (CBE)
(INCORPORATED BY ACT OF PARLIAMENT No. 31 of 1965)



VACANCY ANNOUNCEMENT FOR MULTIMEDIA SPECIALIST

The College of Business Education is looking for a qualified applicant who will be engaged as Multimedia Specialist for a period of 6 months. The primary purpose of this position is to increase and build capacity for management of the College social media platforms, website and other communication technologies which fulfill the needs of the College of Business Education.

JOB DESCRIPTION FOR MULTIMEDIA SPECIALIST

The primary purpose of this position is to clearly define, manage and maintain the website. The Multimedia Specialist will closely work with other CBE staff to develop and maintain multi-media platforms and the College website. The ultimate goal of Multimedia Specialist is to build capacity of the office of the Public Relation Officer in marketing the College through the website and social media platforms.

The successful candidate will be responsible for:

- i) Developing and implementing marketing strategies for the College of Business Education social media sites;
- ii) To ascertain that the multimedia contents of the Colleges' social platforms are up to date and daily updated;
- iii) To ensure security of the Colleges' social platforms;
- iv) keeping up-to-date with technological and software developments;
- v) testing products for errors and making amendments;
- vi) Training, organizing and supporting College staff as they create and edit web content;
- vii) Selecting and implementing a CMS software solution including, but not limited to template creation, security and approval levels, WYSIWYG content editor, versioning, content scheduling etc;
- viii) Creating mechanisms to enable members of staff to create and maintain online profiles;
- ix) Collecting and preparing content for the website;
- x) Performing and reviewing systems analysis, design, programming, testing, debugging, and documentation for web related projects;
- xi) Ensuring that all design elements, templates and finished solutions work within a variety of browser types and screen settings;
- xii) Ensuring content on the College website communicates clearly, effectively, and consistently;
- xiii) Providing technical and user training manuals to the College staff;

- xiv) Providing design elements, comps, templates, and finished solutions;
- xv) Testing new contents before moving to production;
- xvi) Creating and maintaining metadata and other inputs in the system to optimize search engine results;
- xvii) Performing image manipulation tasks such as creating thumbnails, image resize, file format conversion and simple image edits;

Knowledge, Skills and Abilities:

- a) Demonstrates competency in Online communications;
- b) Creative, dynamic and forward thinking individual;
- c) Time management skills;
- d) Problem-solving skills;
- e) Communication skills;
- f) Knowledge of design, typography and production of printing and web products.
- g) Expertise in graphics, Adobe Illustrator, Adobe Photoshop, Adobe Flash, Adobe Dreamweaver, Adobe, MS - Excel, MS-Word, MS-Power Point, etc.
- h) Managing websites, including management of design and developer staff;
- i) Extensive Web User Interface Design (UI), Debugging and Cross-Browser Compatible Development Experience;
- j) Knowledge of online Security Principles;
- k) Knowledge of automatic back up and mirroring;
- l) Excellent computer skills and proficiency with image editing, desktop publishing, word processing, spreadsheet, and presentation software;
- m) Knowledge of web multimedia/creative e.g. interactive web content, digital graphics/optimization;
- n) Conversant in website design, programming, development and maintenance;
- o) Team player who can work independently.

Required Qualifications and Experience

- i) Bachelor of Science in Communications, or Computer Science or Information Technology, Multimedia, Web Development or related fields;
- ii) Experience in managing the development of a complex website;
- iii) Minimum of three years' experience as a Web Content/Social Media Manager, preferably in a University/College or similar environment, with content development and maintenance responsibilities;
- iv) Experience in editing various types of web content ranging from general text content to specialized digital content;
- v) Graphics experience with image editing and desktop publishing software required;

- vi) Working knowledge of software such as operating systems, desktop publishing, word processing, and presentation software, as well as experience with social networking websites;
- vii) Experience with content management systems, web analytics, HTML, PHP, and CSS
- viii) Intermediate or expert knowledge of HTML5, CSS, PHP, Javascript, jQuery, XML, CSS, API implementation;
- ix) Excellent verbal and written communication;
- x) English language fluency required,

Duration of Engagement

The successful applicant will be hired for a period of 6 months. The start date is immediately. The position is located in Dar es Salaam.

Remuneration

A competitive compensation package will be offered to the successful candidate.

How to Apply

Qualified applicants should send their covering letter, CV, three samples/links of your previous web development work, and salary history to drpfa@cbe.ac.tz and copied to dhra@cbe.ac.tz

Applications submitted without samples will not be considered.

Closing Date

The closing date for receiving application will be 30th September, 2021 at 16.00 hours (East African Time).

