



1. JOB TITLE: **Copy Writer**

Dar es Salaam Full Time

End date to apply: 22/05/2022

JOB PURPOSE

This position is responsible for generating words, slogans and scripts for advertising corporate or brand campaigns as well as literature for the business at large fluently in both Swahili and English.

WE LEAD AND CONTRIBUTE.

by connecting, by owning, by delivering, by change and by vision. We live our values of trust, Passion, simplicity, integrity, and innovation.

DELIVERABLES:

- Brand Strategy
- Product Communication

CORE RESPONSIBILITIES

- Write clear, compelling and attractive copy with a distinct voice for different platforms including advertising, digital and corporate communications campaigns.

- Interpret creative/communications briefs to understand project requirements.
- Work with brand, communications, digital teams on different marketing projects both large and small scale.
- Work with Consumer Understanding to research for relevant impactful copy, slogans, scripts e.t.c.
- Edit and proofread copy as needed.
- Use SEO principles to maximize copy's reach.

CORE COMPETENCIES

- Proven experience as a copywriter or related role.
- Knowledge of online content strategy and creation.
- Excellent writing, editing and proofreading skills.
- Experience with SEO.
- Strong research skills.
- Highly creative and imaginative.
- Collaborative spirit.
- Excellent time-management and organizational skills.
- Be able to work under pressure.
- Have an eye for detail.
- Have an interest in commerce, culture and new advertising trends and techniques.

QUALIFICATION AND EXPERIENCE

- University degree or advance diploma in literature, journalism, marketing or communications.
- A minimum of three years of experience in content creation, marketing, communications, or similar.

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2. JOB TITLE: Content Specialist

Dar es Salaam Full Time

End date to apply: 22/05/2022

JOB PURPOSE

This position is responsible for developing content strategies and creating content for various segments in various channels. The content Specialist will research for content and consumer trends to ensure the content created is engaging and relevant across the segments.

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DELIVERABLES:

- Brand Strategy
- Product Communication

CORE RESPONSIBILITIES

- Work with creative, marketing, and design teams to ideate and define content goals.
- Researching content and consumer trends to ensure that content is relevant and appealing.
- Developing content strategies to effectively reach the desired target audience, brand and commercial goals.
- Creating content for Tigo and 3rd party platforms including blogs, websites, and social media.

- Responsible for content accuracy including proof reading, editing and content life cycle.
- Ensuring that SEO and SMO strategies are effectively implemented.
- Managing content calendars and ensuring that the content remains consistent across all platforms.
- Coordinating with the brand & communications, design teams and Copy Writer to ensure the timely delivery of assignments.
- Monitor consumer and content analytics, generate reports and presentations.
- Keeping up to date with content trends, consumer preferences, and advancements in technology.

CORE COMPETENCIES

- A portfolio of published work.
- Familiarity with content management systems.
- Good knowledge of content and layout design tools such as Adobe InCopy and InDesign.
- Excellent computer skills with MS Office and Google Suite.
- Good knowledge of various content platforms such as social media, blogs, and print media.
- Strong understanding of content practices such as SEO, SMO, and PPC.
- Excellent written and verbal communication skills.
- The ability to keep abreast of content and consumer trends and advancements in technology.

QUALIFICATION AND EXPERIENCE

- University degree or advance diploma in literature, journalism, marketing or communications
- A minimum of three years of experience in content creation, marketing, communications, or similar.

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