

TICGL Job Description

Job title: Marketing Officer

Department: Business and Economy at Economists Talk Magazine

Location: Dar Es Salaam

Reporting to: Head of Marketing

ECONOMISTS TALK is an economic magazine or newspaper that comes out every month and is published by TICGL. It analyzes the economic situation in Tanzania using the following criteria:

1. Inflation rates
2. Money supply
3. Import rates
4. Export rates
5. Investment development
6. GDP growth rates
7. Debts Development
8. Business and Economic Research

Job purpose

To support the Head of Marketing in raising the visibility of the Economists Talk Magazine by carrying out an effective marketing and communications plan in order to:

1. Attract clients across Economists Talk Magazine's portfolio and publicize the strengths of Economists Talk Magazine's services.
2. Promote the profile of the Economists Talk Magazine as a whole to external audiences.

Main duties and responsibilities of the Marketing Officer at Economists Talk Magazine:

This is a role with a high level of accountability, and the key measures of success are:

1. The number of new inquiries generated and the conversion of inquiries to enrollment
2. Building and sustaining strong and effective relationships with the parent body
3. Retention across key transition points within the Economists Talk Magazine

Strategic Marketing

1. Develop in-depth knowledge of parent needs and of local market trends and developments to inform Economists Talk Magazine marketing strategies.
2. Apply customer and market insights combined with creative thinking to define and shape the
3. Economists Talk Magazine proposition to maximise appeal and relevance within the local market
4. Develop the whole Economists Talk Magazine marketing strategy, including product development, pricing, multi-channel communications plans, and parent engagement programs, to support enrollment growth across the Economists Talk Magazine
5. Define effective parent engagement strategies and own the overall parent experience across all marketing and admissions touch points.
6. Liaise with the Head of Marketing, and Economists Talk Magazine.

Marketing Execution

1. Implement advertising, communications, and event activities to support recruitment and retention.
2. Responsible for the production of the annual Economists Talk Magazine.
3. Develop and execute effective PR initiatives across digital and offline channels that build positive brand awareness.
4. Contribute to the Economists Talk Magazine website, including content and customer experience, and the Economists Talk Magazine's social media channels.

Marketing Management

1. Marketing Budget management

Relationship Management.

1. Develop effective parent engagement programs and regularly interact with parents to build insights and positive relationships.
2. Develop and manage relationships with feeder Economists Talk Magazines to support enrollment growth.
3. Identify relevant community-based initiatives in which the Economists Talk Magazine can play a relevant role to support awareness, positive brand perception, etc.

Other

1. Set the agenda, chair, and minute the fortnightly internal strategic marketing meetings with the Senior Leadership team.
2. Any other duties, as required regularly or occasionally, to ensure the smooth running of marketing, admissions, and the Economists Talk Magazine

JOB DESCRIPTION IN DETAIL

Marketing Communications:

Website and other e-marketing communications

- a) Collating material and editing copy for the Economists Talk Magazine's monthly e-newspaper, circuited to internal and external audiences
- b) Updating Economists Talk Magazine's Facebook and Twitter accounts
- c) Updating information about the Economists Talk Magazine on external websites and directories
- d) Creating fresh and up-to-date web content to pass on to the IT Specialist as necessary
- e) Providing ideas and input into the development of new e-marketing materials

Marketing collateral and publicity material

- a) Writing and producing marketing material (brochures, posters, flyers, etc.) for the Economists Talk Magazine's programs, liaising with the Administration Team to update content as necessary; sourcing and parent testimonials; liaising with the in-house team for all marketing issues
- b) Preparing marketing collateral for Economists Talk Magazine's corporate relations activities, working with the Director of Economists Talk Magazine and Head of Marketing.
- c) Preparing PowerPoint presentations for Economists Talk Magazines at promotion events and conferences
- d) Assisting the Head of Marketing in compiling media plans
- e) Responsible for the Economists Talk Magazine's publicity stands and other event-support material, ordering new stock as required, and ensuring the supply of stock to events.
- f) Selection and ordering of promotional merchandise for exhibitions and for use as corporate gifts
- g) Managing the stock of all marketing collateral, i.e., brochures; creating systems to identify when stock needs to be replenished

Public Relations

- a) Liaison with academic and administrative staff to request and collate information for in-house publications
- b) Proactively searching out information for PR purposes and writing press releases
- c) Liaison with, and providing information to, the media and arranging meetings with corporations
- d) Maintaining a photo library and arranging external photo shoots and filming as well as in-house photo shoots with Economists Talk Magazine staff.
- e) Updating Economists Talk Magazine's PR notice boards

Advertising (printed media, outdoor, and new media)

- a) Supporting the Marketing Manager in booking, designing, and tracking advertising for Economists Talk Magazine as required
- b) Creative input into new advertising campaigns
- c) Assistance with proofreading, copywriting, editing copy, and information collection

Exhibitions and client pitching or visits

- a) Coordinating Economists Talk Magazine's presence at exhibitions
- b) Representing and promoting the Economists Talk Magazine at various events and providing market analysis post-event
- c) Managing the supply of literature to the clients' pitches and collating and dispatching literature and other display material
- d) Ensuring prompt follow-up of exhibition inquiries or leads

Market analysis and planning and new program development:

- a) Input into the Economists Talk Magazine's marketing plans: gathering market intelligence and working with the Head of Marketing to analyze results in relation to the Economists Talk Magazine's marketing plans.
- b) Supporting the Head of Marketing in planning, researching, and coordinating the Economists Talk Magazine's promotion, liaising with relevant parties both internally and externally.

Market Intelligence:

- a) Gathering information on competitor Economists Talk Magazine and programs. Also gathering information on our programs for use in rankings and other forms of market analysis.
- b) The post holder will, from time to time, be required to undertake other duties of a similar nature as may reasonably be required by his or her line manager.
- c) There may be occasions when the post holder's role and skill set may be required elsewhere within the Economists Talk Magazine, so flexibility will be essential.

PERSON SPECIFICATION

1. At least two years' experience in the field of Business and Economy. (Desirable Work Experience in the fields of Strategic planning, Consumer marketing, digital marketing, event management, and PR)
2. Enthusiasm for the company and industry
3. High standard of numeracy and literacy
4. Ability to analyze and clearly present statistical material
5. Excellent organization skills: meticulous and well-organized with a proven ability to multitask
6. Excellent communication and presentation skills
7. Great customer service skills
8. Hardworking, with the ability to meet strict deadlines.
9. Good interpersonal skills with an outgoing personality
10. Creative and imaginative
11. Excellent work ethic
12. Good ICT skills (familiarity with Microsoft Office)

HOW TO APPLY:

Send your application letter and CV to the following email address: ticgl@ticgl.com.

TICGL

P.O.BOX 8269

Dar Es Salaam, Tanzania

DEADLINE: 30-JUNE, 2023.