

JOB DESCRIPTION

SportPesa Limited, is a renowned local company operating as part of the Global SportPesa brand, a leading brand in the industry of sports betting and online casino with operations in more than six (6) countries in Europe and Africa. SportPesa Limited is currently looking for a qualified and energetic Tanzanian to fill in the position of a Creative Designer. Applications are thus invited from candidates who shall fulfill the following criteria.

Job Title: Creative Designer
Department: Marketing
Reporting Line: Head of Marketing
Duty Station: Dar Es Salaam
Industry: Sports Betting

Essential Function

The Creative Designer will be responsible for overall design, provide visual material for print and digital platforms. As a creative designer, you will be in charge of the creation of ads, magazines, digital media, and newsletters as well as preparing of artwork and formats for use in publication or exhibition design and make sure client needs and creative goals are met.

Key Duties and Responsibilities

- Create layouts and designs of logos, marketing collateral, and other published materials in print and online.
- Help in creating materials that will aid in building and maintaining SportPesa's Social Media presence.
- Continuously keep a close eye on competitive products in the marketplace.
- Carry out any other duties reasonably deemed to be consistent with the demands and responsibilities of this role.
- Assist in developing and Managing all Creative and Digital Marketing Campaigns.
- Design and concept development for all creative needs.
- Attend internal and external meetings, workshops, and seminars, which are reasonably deemed to be relevant to the fulfillment of the demands and responsibilities of this role.
- Carry out any other duties reasonably deemed to be consistent with the demands and responsibilities of this role.
- Collaborate with Copywriters.

- Create an asset on animated content.
- Creative and advise on the best ways to communicate our product to the mass.
- Performs other duties may be assigned by the Management.

Qualifications:

- Advanced Diploma or bachelor's degree in graphics design, Marketing, or relevant field
- 2 years of experience in the Design/Marketing Industry
- Knowledge and experience with Adobe Photoshop, Illustrator, ID, After Effects, AP, 4D MAX, and other necessary tools.
- Demonstrates creativity and share portfolios.
- Proficient in content marketing theory and application.
- Displays in-depth knowledge and understanding of how to create a campaign.

Desirable Qualifications

- Possesses knowledge and experience in all ADOBE Suite products.
- Motion graphics knowledge
- Digital marketing knowledge

TO APPLY: Only applicants who will fit the above criteria need to apply. Send your application to: hr.tz@sportpesa.co.tz by the 17th of March 2024. Applications must consist of a cover letter outlining why you would be the best fit for such a position, your detailed CV and copy of academic credentials.

- NB: Only shortlisted candidates will be contacted for an interview.