



**JOB TITLE: Sales and Marketing Officer II
(Marketing) - 1 Posts**

Dar es salaam, Tanzania

MINIMUM ENTRY QUALIFICATIONS

1. Must have a Bachelor's Degree in any field.
2. Must hold one of the following certificates: Air Transport Management, Air Ticketing, Air Cargo, Dangerous Goods, Ground Handling, or equivalent qualifications from a recognized Aviation institution.
3. Proficiency in computer applications.

DUTIES AND RESPONSIBILITIES

1. Develop and implement localized marketing campaigns to meet specific market trends and consumer needs.
2. Manage regional advertising efforts, including media buys and partnerships with local channels.
3. Collaborate with sales teams to create and execute region-specific promotions.
4. Report on the effectiveness and outcomes of market-specific marketing activities.
5. Build and manage partnerships with local and global entities, including hotels, car rental companies, tourism boards, and more.
6. Secure and manage sponsorship deals with sports teams, events, and other institutions to boost brand visibility.
7. Plan and execute event marketing initiatives, ensuring Air Tanzania's presence at relevant regional events.

8. Manage event sponsorship deals, including sporting events, conferences, and public promotions.
9. Ensure consistent brand visibility and representation at all sponsored events and partnerships.
10. Drive brand recognition through collaboration with stakeholders and by leveraging marketing opportunities at local and global levels.

TERMS AND CONDITIONS:

Ten (10) years contract for Tanzanian and with attractive remuneration and fringe benefits as per ATCL Salary Structure and Incentive Scheme.

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