



Mkuki Na Nyota Publishers Limited
Job Description – Communications & Marketing Officer

We are looking for a Communications & Marketing Officer to join our team. Specifically, the candidate will be responsible for managing and organizing the company brand and reputation through communication and marketing activities. The Communications & Marketing Officer will work with the Mkuki Na Nyota internal (Business Development, Digital Marketing, Marketing & Sales, Editorial, Digital and Production departments), and external stakeholders to launch communications and marketing campaigns on time and on budget.

Department	Digital & Marketing Department
Position	Communications & Marketing Officer
Job Level	Operational
Reporting to	Business Development Manager
Job Purpose	Responsible for delivering high quality communications across a range of company platforms. Working with the Management team and Directors to ensure all communications and marketing activities drives member, stakeholder and partner engagement.

Requirements:

- MA degree in public relations, communications, marketing or similar relevant field.
- A minimum of 3 years of proven work experience.
- Excellent communication, interpersonal, and presentation skills.
- Strong writing skills in English and Kiswahili.
- Team player with a start-up mindset, including a bias for action, and a willingness to jump in to support other team members, and offer ideas beyond your area of responsibility.
- Self-starting, independent and able to organise and manage own work, within agreed objectives and responsibilities.
- Experience in a marketing or communications role, and/or a qualification in a relevant field.
- The ability to write high-quality and impactful content, which is clear, convincing, engaging and inspiring, and a flair for adapting communication styles to different audiences.
- Excellent communicator with warmth and charisma and the ability to quickly establish rapport, credibility and good working relationships.
- Strong digital skills, including proficiency in the use of content management systems and social media platforms.
- Ability to work flexibly in a busy environment, and willingness to support colleagues where required.
- Excellent portfolio with a proven track record of successful project management examples.
- Outstanding organizational and time-management skills.
- Experience in web design and content production is a big plus.
- Highly creative with excellent analytical abilities and data-driven thinking.
- Up-to-date with the latest trends and best practices in digital and print communication and marketing matrices.

RELEVANT BOOKS, BEAUTIFUL BOOKS, AFFORDABLE BOOKS.

24 Samora Avenue, Central Business District
P.O. Box 4246, Dar es Salaam, Tanzania
+255 787-558-448/+255 22-212-7031



- Highly creative with experience in identifying target audiences and drafting of communications and marketing that engage, inform, and motivate.
- Strong analytical skills and data-driven thinking.

Main duties:

The Communications & Marketing Officer will report to the Business Development Manager.

Specific duties include but are not limited to:

- Creating and executing communication plans to increase public awareness, i.e.: draft but not limited to marketing emails, newsletters, campaigns and event descriptions.
- Writing and distributing content to promote the organization's brand, such as press releases, newsletters, speeches, website copy, leaflets and social media platforms.
- Responding to inquiries from the public, partners, and the media
- Managing brand/company image and reputation by influencing opinions and behavior through various communication channels, including websites, social media, and press coverage.
- Performing market research and analyzing the company's audience and its needs
- Working with management to develop and plan public relations strategies and campaigns
- Ensure tone of voice and brand consistency in all outputs, including the design and development of templates for use across the organisation.
- Proofread company comms and marketing materials.
- Use analytics to report on the reach and impact of communications and marketing campaigns, tracking performance across channels to inform future activity and metrics.
- Undertake media monitoring to capture MNN's external coverage.
- Provide support to the Management Team in producing reports for external publication.

What we offer:

- Opportunity to rapidly learn and acquire skills in a dynamic, multicultural work environment.
- Access to a global knowledge base via some of the continent's and world's most brilliant and original minds brings their ideas to be presented to the world.
- A creative and exciting work atmosphere filled with people who are passionate about storytelling.

How to apply

- To apply submit a copy of your CV and a corresponding cover letter to: hr@mkukinanyota.com.
- The **deadline for applications is Monday 18th November 2024**. Please note that only shortlisted candidates will be contacted for interviews.

RELEVANT BOOKS, BEAUTIFUL BOOKS, AFFORDABLE BOOKS.

24 Samora Avenue, Central Business District

P.O. Box 4246, Dar es Salaam, Tanzania

+255 787-558-448/+255 22-212-7031



JOB DESCRIPTION

GRAPHIC DESIGNER

Position Overview: We are seeking a Graphic Designer to create and oversee Mkuki na Nyota Limited (MNN)'s print, photography, video, and web/interactive creative solutions that support strategic business goals and maintain brand consistency. Specifically, the Graphic Designer will support the Production Department by overseeing and coordinating all design projects from concept to delivery, including designing original pieces such as illustrations, infographics, and video content. The Graphic Designer will collaborate with MNN's internal teams and external stakeholders to deliver digital and print creative solutions on time and within budget.

Department	Production
Position	Graphic Designer
Job Level	Operational
Reporting to	Senior Graphic Designer (interim Production Coordinator)

Requirements:

- Bachelor's degree or diploma in Graphic Design, Fine Arts, Illustration, or a related field in print and digital media.
- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign).
- Portfolio demonstrating creative design work (academic or freelance experience is welcome).
- Basic skills in motion graphics, animation, and digital photography are a plus.
- Passion for books and reading is an asset.
- Highly organized with exceptional attention to detail.
- Self-motivated and skilled at problem-solving.
- Experience in creating social media content.
- Ability to work independently, prioritize tasks, and communicate clearly and concisely.
- Skilled in coordinating graphics components for publication projects.
- Experience coordinating with printing and production teams for publication needs.
- Effective collaboration with Digital and Communication, Production, Editorial, Business Development, and Sales teams to ensure smooth workflow.

RELEVANT BOOKS, BEAUTIFUL BOOKS, AFFORDABLE BOOKS.

24 Samora Avenue, Central Business District
P.O. Box 4246, Dar es Salaam, Tanzania
+255 787-558-448/+255 22-212-7031



Key Responsibilities:

- Assist in creating cover designs, illustrations, and layouts for print and digital publications.
- Support the design team in formatting and finalizing book covers, promotional materials, and social media content.
- Make revisions and adjustments to existing designs as required.
- Create content for social media platforms.
- Collaborate with editorial and production teams to ensure designs align with the vision of each project.
- Help maintain design templates and style guides for consistency across projects.
- Ensure all design work is delivered on time and meets quality standards.

What We Offer:

- Opportunity to grow within a leading publishing house.
- Exposure to diverse creative projects, including book design and marketing materials.
- Collaborative work environment with experienced professionals.
- Mentorship and training to enhance your skills.
- Competitive salary based on experience.

How to apply

- To apply submit a copy of your CV and a corresponding cover letter to: hr@mkukinanyota.com.
- The **deadline for applications is Monday 18th November 2024**. Please note that only shortlisted candidates will be contacted for interviews.

RELEVANT BOOKS, BEAUTIFUL BOOKS, AFFORDABLE BOOKS.

24 Samora Avenue, Central Business District

P.O. Box 4246, Dar es Salaam, Tanzania

+255 787-558-448/+255 22-212-7031