



JOB TITLE: DIGITAL CONTENT CREATOR TRAINEE

About MS TCDC

MS TCDC is a renowned pan-African training and learning institution based in Arusha, Tanzania. With decades of experience in capacity development, MS TCDC is at the forefront of promoting social transformation through learning in areas such as democratic governance, transformational leadership, human rights, gender equality, youth participation, climate governance, and cultural exchange.

MS TCDC also implements the Strategic Partnership Agreement (SPAII) with ActionAid Denmark, funded by Danida, and other programs. ActionAid is a global federation working to end poverty and injustice through a human rights-based approach, local empowerment, and sustainable development solutions.

JOB OVERVIEW

MS TCDC is looking for a creative and driven individual to join the Communications team as a Digital Content Creator Trainee.

This full-time traineeship offers an opportunity to gain practical experience in digital communication by developing and managing content across multiple social media platforms.

The trainee will play a key role in promoting MS TCDC's programmes, events, and initiatives while enhancing audience engagement. This role is ideal for early-career professionals eager to build their skills in content creation, storytelling, and digital strategy within a development-focused setting.

PURPOSE OF THE TRAINEESHIP

As a trainee, you will help us develop engaging digital content that:

- Promotes MS TCDC's programmes, events, and initiatives.
- Educates and informs the public on key development topics.
- Enhances engagement across multiple digital platforms.

KEY RESPONSIBILITIES

1. Content Creation

- Develop compelling visual and written content for social media and blogs.
- Create graphics using Canva and perform basic video editing for reels, TikToks, and short videos.
- Write engaging captions and knowledge snippets from programs and events.

2. Social Media Management

- Plan, schedule, and publish posts across Instagram, Facebook, LinkedIn, X, TikTok, and YouTube.
- Monitor trends and interact with audiences to build an active online community.

3. Strategy & Planning

- Develop content calendars aligned with campaign goals.
- Use analytics to optimize content and boost performance.

4. Analytics & Reporting

- Track performance metrics and prepare monthly and quarterly reports.
- Adjust content strategies based on insights.

5. Collaboration & Coordination

- Work closely with teams and creatives to ensure consistent, branded content delivery.

QUALIFICATIONS AND SKILLS

- **Education:** Bachelor's degree in Communications, Public Relations, Mass Communications, or a related field.
- **Experience:** At least 2 years of basic experience in digital content creation (volunteer work, academic projects, personal content, etc.).
- Familiarity with platforms like Instagram, TikTok, Facebook, LinkedIn, YouTube, and X.
- Working knowledge of Canva, basic video editing, and scheduling tools is a plus.
- Strong writing, creative thinking, and visual storytelling abilities.

APPLICATION PROCESS

Applicants must submit the following documents by uploading them onto the online application form:

- **Motivation letter:** explaining why you are the best fit for the role.
- **Resume:** highlighting relevant experience.
- **Links to your social media profiles:** Eg. LinkedIn:@mstcdc, Instagram:@mstcdc etc.
- **Samples of your work:** (optional but highly recommended)

Application Deadline: 22nd June 2025, midnight EAT (East African Time)

MS TCDC is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

[CLICK TO APPLY](#)