

**Marketing and Communications Assistant Programme Coordinator**

<b>Role description</b>	
<b>Role Title</b>	Marketing and Communications APC
<b>Reporting to</b>	Investments and Partnerships Manager
<b>Location</b>	Full time based at Restless Development's office in Dar Es Salaam
<b>Period</b>	6 months with the possibility of an extension
<b>Expected travel</b>	Occasional travel to our regional offices in Tanzania
<b>Salary</b>	Gross 12,161,943 Tsh per annum
<b>Role Summary</b>	<p>Restless Development Tanzania (<a href="http://www.restlessdevelopment.org">www.restlessdevelopment.org</a>) is the leading national youth-led development agency proving every day that young people can change the world. Our strength comes from being led by young people and young professionals, from the boardroom right through to the field. Since 1985 our programmes have reached over 7 million young people. We work full-time in Sierra Leone, South Africa, Tanzania, Uganda, Zambia, Zimbabwe, India, and Nepal. In addition we also have international offices in London and Delhi. Currently Restless Development is leading efforts with UN agencies, bi-lateral agencies, civil society and governments in Africa and South Asia in how to effectively and meaningfully engage young people in development.</p> <p>Capitalizing on the launch of a new brand in July 2010 and the launch of a new 5-year global strategy (2011 – 2015), Restless Development is taking up a position as the global banner carrier for youth-led development – demonstrating at the grassroots and policy levels that young people can and must play a lead role in development. More information: <a href="http://www.restlessdevelopment.org/tanzania">www.restlessdevelopment.org/tanzania</a></p> <p>We are looking for an innovative young person with the right communication skills to join our team in an exciting new role, which will push you to take the lead in developing our internal and external profile with key stakeholders, the media and staff. You will be a highly creative and self organized individual with excellent verbal and written communication skills in English and Swahili, and strong ICT skills including social media, and open to learning about new technology and communication tools.</p>
<b>Main Responsibilities</b>	<ul style="list-style-type: none"> <li>• Development and implementation of marketing and communications strategy</li> <li>• Generating story ideas and managing content and administration of Restless Development Tanzania's various websites, blogs and social media platforms</li> <li>• Management and production of Restless Development's print marketing materials</li> <li>• Marketing and communications support to programmes team</li> <li>• Building brand awareness internally and externally</li> <li>• Coordinating media and marketing activities at major events</li> <li>• Lead print production of Restless Development resources and serve as liaison between Restless Development and design and printing firms</li> </ul>

	<ul style="list-style-type: none"> <li>• Coordinate and manage media and public interest to generate coverage and maintain awareness</li> <li>• Develop and create media releases, key messages, media FAQs, speeches, and presentations</li> </ul>
<b>Strategy and Direction 15%</b>	<ul style="list-style-type: none"> <li>• Further develop and update existing communication and marketing strategy, with internal and external stakeholders</li> <li>• Introduce communication and marketing strategy to staff and ensure implementation across the organization, and develop staff capacity and ownership on communication tools</li> <li>• Annual benchmarking around Restless Development's brand, position and visibility to support development of communication and marketing strategy</li> <li>• Track news from government, donors, UN agencies on youth development to inform direction and share through social media</li> <li>• Work closely with management team to deliver communication and marketing targets in business plan</li> </ul>
<b>Programme Quality and Delivery 20%</b>	<ul style="list-style-type: none"> <li>• Monitor progress of communication and marketing strategy against set targets</li> <li>• Work together with the PQ team to improve system for internal communication</li> <li>• Coordinate collection, editing and posting of news stories, practice sharing and case studies and share locally and globally</li> <li>• Manage various online and social media outlets e.g. Facebook, Twitter, blogs</li> <li>• Identify, share and look for opportunities to innovate our communication and marketing techniques</li> <li>• Assist in translation of briefing reports/surveys from/into English/Kiswahili</li> <li>• Support promotion and dissemination of our research and activities</li> <li>• Tracking and reporting statistics on web site, blog and email newsletter</li> <li>• Organizing and maintaining photography and media archive</li> <li>• Share expertise around communication and marketing opportunities with programmes team</li> </ul>
<b>Fundraising, Partnerships and Marketing 50%</b>	<ul style="list-style-type: none"> <li>• Lead production, design and distribution of innovative and high quality newsletters, annual reports, other published reports and media products in line with Restless Development's brand</li> <li>• Develop and lead partnerships with various media actors (press, TV, radio, online media)</li> <li>• Contract management with any funded media projects within your portfolio</li> <li>• Event coordination and effective representation of the organization at events in line with our values</li> <li>• Contribute to the investments and partnerships team in terms of planning, training and building culture within organization</li> <li>• Lead and coordinate press activities for Restless Development Tanzania including producing press releases, media briefs, articles, case studies</li> <li>• Act as a brand guardian to ensure brand and message</li> </ul>

	<p>consistency</p> <ul style="list-style-type: none"> <li>• Coordinating coverage for seasonal features, programs, and other events</li> <li>• Responding to requests and comments sent to the organisation's email and social media accounts</li> <li>• Maintaining the email newsletter list</li> <li>• Coordinate media interest in the organization and ensure contact with media houses</li> </ul>
<b>Finance 5%</b>	<ul style="list-style-type: none"> <li>• Complies with Restless Development's procedures around financial management</li> <li>• Account accurately for all imprests on a timely basis in line with the Restless Development Tanzania financial procedures - ensuring expenditure is spent appropriately received, recorded and submitted in a timely manner</li> <li>• Participate in and support annual budgeting, and quarterly budget re-forecasting with line manager and finance officer</li> </ul>
<b>People and Performance 5%</b>	<ul style="list-style-type: none"> <li>• Manage interns and volunteers, including performance management</li> <li>• Upholds Restless Development's values and act as a role model at all times</li> </ul>
<b>Other 5%</b>	<ul style="list-style-type: none"> <li>• Undertake any other duties as requested, supporting communications and partnership building across the Tanzania country programme</li> </ul>
<b>Qualification and Skills</b>	<p><b>Essential criteria:</b></p> <ul style="list-style-type: none"> <li>• Graduate degree in related subject e.g. Public relations, Mass communications, Marketing, Media, Journalism</li> <li>• +2 proven media, marketing and or/ communications work experience</li> <li>• Demonstrated online marketing and social media experience</li> <li>• Excellent IT skills with competence in Microsoft Office and graphic design programme (s) such as InDesign or Photoshop and HTML</li> <li>• Good skills in photography, voice recording and editing, video and radio production</li> <li>• Proven experience of managing and implementing media and communications projects from start to finish, including evaluating their impact</li> <li>• Excellent writing and presentation skills</li> <li>• Fluent in English and Swahili, written and spoken</li> </ul> <p><b>Desirable:</b></p> <p>Experience of volunteering/NGO's or working with young people  Experience from editing websites  Experience of working with databases  Established contacts with national print, broadcast journalists and programme producers in place</p>
<b>Competencies</b>	<p>The successful candidate will be self-motivated, detail-oriented, energetic, and highly organized. He/she will be a self-learner with high self-management ability, have the ability to inspire fellow staff</p>

	and work as a team, and the ability to communicate clearly to different audiences.
<b>Code of conduct</b>	You will be required to uphold Restless Development financial policies and procedures, staff code of conduct, and Values at all times during the course of your placement with the organization acting as a role model in the course of your duties.
<b>How to apply</b>	Please send your application to <a href="mailto:jobstanzania@restlessdevelopment.org">jobstanzania@restlessdevelopment.org</a> marked "Communications and Marketing APC". No CVs will be considered.
<b>Closing date</b>	Thursday 23rd April, 12 pm (Tanzania time)