



Position	Strategic Communications Manager
Report to	Executive Director
Duration	6 months (can extend to 1 year)
Time	09:00 am – 05:00 pm Monday to Friday
About the organization	Tai is a non-governmental youth-led organization founded in 2012 with the vision of creating a society of a youth which grows to become responsible leaders in sustainable development. We believe that education is a powerful tool that can help young people fulfill their potentials.
Job purpose	Strategic Communications Manager has a role to significantly enhance the national and global reputation of Tai Tanzania and its work by repackaging and/or commissioning content and information produced within the organization into strong communications products suitable for a national and global public audience. This role will be responsible for establishing, and disseminating, professional, high quality editorial and content suitable for a variety of audiences (including both advocacy and fundraising target audiences), as well as leading on appropriate dissemination strategies from social media plans to press conferences and events.

Duties and responsibilities

Strategic communication and media (70%)

1. Creating and executing communications strategy

- Lead on the development of the strategic communications planner as a key organizational
- Oversee the planning for all key communications moments; clarifying which should be focused on, defining levels of support and ensuring all have clear project plans that reach key audiences and maximize cross-organizational opportunities.
- Effectively communicate plans and activities across all relevant teams.

2. Branding and media management

- Lead on the creative development of key campaigns and activities, ensuring we reach target audiences in inspiring and compelling ways utilizing communications trends.
- Oversee the creative development of all relevant projects, to ensure we tell the Tai story with impact.
- Develop key messages for effective social media content.
- Conduct brand audit semiannually and provide recommendation to strengthen the brand.
- Oversee the continuous day to day media monitoring and provide proper documentation.
- Engage mass audience using different public relations methods.

3. Facilitating internal and external communications

- Work with communication coordinators to prepare content for external communication.
- Work with event manager to ensure
- Provide Proper channels for effective communication within the organization.

4. Advocating for organization key messages

- Work with a events and campaign coordinator to deliver key messages through events
- Working with Tai Studio Producer to develop and review episodes to align with organization strategic messaging.
- Developing campaign strategy for all the organization campaigns.

Partnerships and fundraising (30%)

1. Establishing partnership with corporate companies, NGOs and coalitions

- Develop proposal according to the need of the partnerships
- Conduct sales meetings for establishment of
- Create, implement and manage partnerships.
- Manage information gathering and participate in networking activities in order to identify potential partners and fundraising opportunities
- Search and research potential donors and foundations to evaluate potential funding sources
- Make initial contact and follow up. Build and maintain profitable long-term relationships with potential donors and partners
- Monitor the development of the partnerships and fund applications
- Maintain critical stakeholders databases
- Generate new ideas and business opportunities to increase fundraising and fund development to meet and exceed revenue goals

2. Managing organization fundraising activities

- Establish an ongoing fundraising program to support the work of Tai in the future
- Develop an annual fundraising plan and budget
- Monitor online crowdfunding campaign set up by international volunteers and other stakeholders
- Develop fundraising events plan and strategies to reach yearly target

Qualifications

- At least 1 year experience as a volunteer
- An understanding of video production process
- Experience in working close with multiple partners
- Recruitment skills with the ability to lead a team
- Experience in facilitating meetings and trainings
- Ability to work in a flexible environment
- Good level of English written and oral
- Strong partners engagement skills
- Line management skills

Working conditions

For the most the work will take place within the normal work hours and in the Tai Office with multiple movements in town for meetings with partners. This requires that you work closely with your team to get around town and that you are not afraid of getting around on your own.

About Tai

Tai – Aspiring for change and growth is a youth led organization with a mission to empower young people to be socially responsible leaders through practical involvement, capacity building and policy advocacy in Tanzania. We believe that education is the powerful tool that can help young people fulfill their potentials. Tai was founded in 2012 and got registered 2013 (Reg: ooNGO/00006583).

Our mission

To empower youth in Tanzania by creating awareness, capacity building and practical engagement.

Our vision

A society where youth are responsible leaders in sustainable development

Our values

Integrity
Transparency and Accountability
Sustainability
Equality