

# Community Engagement and Social Media Officer

**Position:** Community Engagement and Social Media Officer

**Employment Type:** Full Time

**Department:** Communications, Marketing, and Outreach

**Reports To:** Head of Operations / Communications Lead

**Location:** Dar es Salaam, Tanzania

## Job Summary

The Community Engagement and Social Media Officer supports Sahara Consult's digital presence, community engagement, and storytelling efforts. The role involves managing social media platforms, creating compelling content, engaging online communities, and amplifying the visibility of programmes, events, and innovation activities. The Officer is responsible for producing basic graphics, editing short videos, capturing digital stories, and maintaining online engagement to strengthen brand visibility and audience interaction.

## Key Responsibilities

### Social Media Management

- Support the development and execution of social media content calendars.
- Draft copy and schedule daily posts across all platforms.
- Monitor audience interactions, respond to messages, and escalate inquiries where necessary.

- Track engagement metrics and prepare weekly and monthly performance updates.
- Ensure consistent brand voice and visual presence across digital channels.

### Content Creation, Video Editing, and Storytelling

- Capture programme activities, behind-the-scenes moments, interviews, and event highlights.
- Edit short video clips for reels, stories, testimonials, and digital campaigns.
- Produce simple graphics using Canva or similar design tools.
- Develop basic storyboards to guide short video narratives.
- Compile digital stories, success highlights, and community impact content.

### Community Engagement

- Interact with online communities to improve participation and visibility.
- Mobilise digital audiences for calls for applications, events, and campaigns.
- Maintain a database of engaged audience members, partners, and ecosystem actors.
- Encourage community discussions and feedback through interactive content.

### Documentation and Digital Asset Management

- Maintain an organised media library of photos, videos, and design assets.
- Support the collation of media materials for internal and external reporting.

- Ensure all digital files are archived according to internal standards.

### Media Monitoring

- Track online mentions of Sahara Consult, Sahara Ventures, programmes, partners, and key stakeholders across digital platforms.
- Monitor industry trends, ecosystem conversations, and competitor activities relevant to innovation and entrepreneurship.
- Identify emerging opportunities or risks based on media trends.
- Compile weekly or monthly media monitoring reports with insights and recommendations.
- Maintain an updated database of media coverage, mentions, and partner engagements.
- Flag reputational risks, misinformation, or sensitive content for internal review.

### Administrative and Team Support

- Support the Communications and Outreach team on assigned tasks.
- Assist during events by capturing live content and providing digital coordination.
- Prepare summaries and insights to guide internal decision-making.

## Key Performance Indicators (KPIs)

### Content Production and Quality

- Produce **16 to 20 unique high-quality posts per month**, adapted appropriately for LinkedIn, Instagram, Facebook and X.
- Create **10 to 12 graphics** and **8 to 12 short videos or reels** monthly.
- Achieve **80 per cent alignment** with the approved monthly content calendar.

## Engagement and Digital Growth

- Maintain an engagement rate of **5 to 7 per cent** across platforms monthly.
- Respond to **95 per cent of comments and messages** within 24 hours.
- Achieve **3 to 5 per cent follower growth** per platform monthly.
- Maintain **zero unresolved public complaints**.

## Storytelling and Digital Narratives

- Produce **4 digital stories or programme highlights** monthly.
- Deliver **1 testimonial or founder feature video** per month.
- Ensure **100 per cent compliance** with brand narrative and storytelling guidelines.

## Community Mobilisation

- Contribute **at least 15 per cent** of digital driven sign ups for calls for applications.
- Add **50 new digital community contacts** monthly.
- Conduct **weekly community engagement activities** across all platforms.

## Media Monitoring and Insights

- Submit **weekly or monthly media monitoring reports** on time.
- Track **100 per cent** of relevant programme, partner and organisational mentions.
- Identify at least **two insights or risks** monthly to inform internal decisions.

## Reporting and Documentation

- Submit all weekly summaries and monthly analytics reports by the set deadline.
- Maintain a **fully organised and complete media library** with no missing assets.
- Ensure **100 per cent adherence** to documentation standards.

## Professionalism and Collaboration

- Complete **90 per cent of assigned tasks** within agreed timelines.
- Maintain positive internal feedback from the Communications Lead and relevant departments.
- Participate fully in team meetings and contribute substantive updates.

## Qualifications and Skills

- Diploma or Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or related field.
- At least one year of experience in social media management or digital community engagement.
- Basic proficiency in video editing using CapCut, Canva, Adobe Premiere Rush, or similar applications.
- Basic graphic design skills using Canva or equivalent tools.
- Strong storytelling and content development abilities.
- Excellent written communication, interpersonal and organisational skills.
- Familiarity with social media trends, analytics tools and digital growth strategies.

- Ability to work in a fast-paced environment and coordinate multiple tasks.
- Experience in innovation, entrepreneurship or development ecosystem communications is an added advantage.

### Submission Requirements

Interested individuals should submit their CVs to **[careers@saharaventures.com](mailto:careers@saharaventures.com)**

**Deadline: Open Call**