

# Marketing and Client Engagement Officer

**Position:** Marketing and Client Engagement Officer

**Employment Type:** Full Time

**Reports To:** Head of Operations / Managing Director

**Location:** Dar es Salaam, Tanzania

## Job Summary

The Marketing and Client Engagement Officer (Senior) plays a critical role in strengthening Sahara Consult's brand visibility, driving client engagement efforts, and supporting marketing initiatives across programmes and corporate functions. The role involves designing and implementing marketing campaigns, producing high-quality marketing materials, overseeing client engagement activities, and supporting business development efforts. This position is ideal for a strategic and creative communicator with strong experience in digital marketing, client relationship management, and storytelling within an impact-driven organisation.

## Key Responsibilities

### A. Marketing and Visibility

- Support the development and execution of annual marketing strategies that enhance Sahara Consult's visibility across digital, print, and offline platforms.
- Develop and manage digital marketing campaigns, including paid promotion, email marketing, content series, and ecosystem announcements.

- Oversee all marketing assets such as brochures, capability statements, pitch decks, case studies, and programme materials.
- Lead the production of compelling narratives, stories, and marketing content that highlight programme achievements, innovations, and organisational impact.
- Ensure brand consistency across all visual and written outputs.

## **B. Client Engagement and Business Development**

- Support client engagement from initial inquiry through follow-up, relationship management, and onboarding.
- Maintain an organised pipeline and client engagement tracker in collaboration with the business development team.
- Prepare high-quality proposals, pitch decks, profiles, and partner outreach materials.
- Conduct market research to identify new opportunities, client needs, and potential partnerships.
- Strengthen client retention by ensuring timely communication, feedback loops, and relationship building.

## **C. External Relations and Strategic Communication**

- Support the preparation and coordination of Sahara Consult's representation in events, workshops, and ecosystem engagements.
- Draft communication materials such as press releases, event briefs, speaking points, website updates, newsletters, and feature stories.
- Support media relations, including coordinating interviews, responding to queries, and positioning Sahara Consult as a thought leader.

## **D. Digital and Content Production Oversight**

- Lead content planning and digital visibility across LinkedIn, Instagram, Facebook, and X.
- Oversee video production (short clips, testimonials, highlights) and basic graphic design outputs.
- Manage the production of storytelling content aligned with programme milestones and organisational priorities.
- Ensure timely publication of high-quality content and digital campaigns.

## E. Coordination and Team Collaboration

- Provide technical guidance to junior staff involved in social media, content creation, and community engagement.
- Collaborate with programme teams to collect beneficiary stories, impact data, and visual assets.
- Contribute to team planning, reporting, and strategic review sessions.

## KPIs

### 1. Brand Awareness and Stakeholder Engagement

- Increase total monthly digital impressions (LinkedIn, IG, FB, X) by a **minimum of 5 per cent per month**.
- Increase average monthly engagement rate across platforms by **1 to 2 per cent monthly**.
- Ensure **at least 4 partner or stakeholder engagements per month** supported by marketing activities.
- Support **one event or ecosystem engagement per month** with visibility, content or marketing collateral.

### 2. Thought Leadership and Representation

- Coordinate or support Sahara Consult's representation at **one industry event, forum, panel or speaking engagement per month.**
- Publish **one thought leadership content piece every month**, such as:
  - Insight article
  - Expert commentary
  - Blog
  - Sector analysis
- Achieve **10 percent month-on-month growth** on impressions for thought leadership posts.

### 3. Visibility and Brand Recognition

- Supervise the Production of **3 to 4 visibility materials per month**, for example: Case studies, Programme briefs, Partner highlights, Donor-focused content
- Secure **one media mention, PR feature or external coverage per month.**
- Ensure **100 percent brand compliance** across monthly marketing outputs.

### 4. Marketing & Engagement Strategy Execution

- Complete **monthly progress reports** against the annual marketing and engagement strategy.
- Implement **80 percent of planned monthly marketing activities** based on the approved visibility calendar.
- Conduct **one internal strategy review session per month** with programme teams or leadership.

### 5. Client Engagement Dashboard

- Update the **Client Engagement Dashboard every month**, tracking:  
New leads, Follow-ups, Conversion status
- Generate **at least 7 qualified client leads monthly**.
- Achieve a **minimum 15 per cent monthly conversion rate** of leads into proposals, meetings or engagements.
- Conduct **a minimum of 4 client meetings or follow-up sessions per month**.

## 6. Media and Communications Impact Reporting

- Produce and submit **one media and communications impact report every month**, covering: Digital analytics , Campaign outcomes, PR mentions, Key insights and recommendations
- Ensure **100 percent on-time submission** of monthly communication reports.

## 7. Group-Wide Brand & Communication Alignment

- Conduct **monthly brand compliance checks** across Sahara Consult and affiliated entities.
- Update and align core brand assets **every month**, ensuring consistent use across teams.
- Facilitate **one cross-entity coordination touchpoint per month** (virtual or physical).

## 8. Stakeholder Engagement & Visibility Calendar

- Maintain and update a **monthly stakeholder engagement and visibility calendar**.
- Execute **90 percent of all scheduled monthly visibility activities**.
- Engage **at least 5 priority stakeholders every month** through targeted communication, updates or outreach materials.

## 9. Digital Presence Growth (40 percent annual target broken into monthly measures)

- To achieve 40 per cent annual growth:
- Drive a **minimum 3 per cent monthly increase** in website traffic.
- Achieve **3 to 4 per cent growth in social media followers each month**.
- Increase newsletter subscribers by **2 to 3 per cent monthly**.
- Generate **a minimum of 5000 impressions per month** across all channels combined.

## Qualifications and Experience

- Bachelor's degree in Marketing, Communications, Business, Journalism, International Relations or related field. A Master's degree is an added advantage.
- Minimum 4 years of progressive experience in marketing, communications, client engagement, or business development.
- Strong experience in digital marketing and content production.
- Proven track record in preparing proposals, pitch decks, and client-facing materials.
- Experience working within innovation, consulting, development, or donor-funded environments is desirable.
- Strong understanding of brand positioning and stakeholder engagement.

- Ability to work under pressure, manage deadlines, and coordinate multiple priorities.

## Skills and Competencies

- Strong marketing strategy and planning capabilities.
- Excellent writing, presentation, and storytelling skills.
- High proficiency in digital marketing tools, CRM platforms, and analytics.
- Strong interpersonal and client relationship management skills.
- Ability to lead content creation cycles and oversee creative production.
- Collaborative, organised, and highly adaptable to evolving priorities.
- Strong analytical and problem-solving ability.
- High emotional intelligence and professionalism

## Submission Requirements

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

## Deadline: Open Call