

## Communications and Marketing Lead

**Employment Type:** Full-Time

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

**Location:** Dar es Salaam, Tanzania

### Job Summary

The Communications and Marketing Lead is responsible for leading Sahara Consult's internal and external communications, marketing, branding, visibility, and thought leadership functions. The role integrates strategic communication, digital marketing, public relations, and content development to strengthen organisational reputation, sector positioning, and brand authority.

The position requires a strategic, creative, and results-oriented professional capable of managing brand visibility, storytelling, media relations, digital presence, and knowledge leadership within an impact-driven and donor-funded environment.

### Key Responsibilities

#### A. Strategic Communication and Branding

- Develop and implement integrated communication and marketing strategies aligned with organisational goals.
- Ensure consistent brand identity across all platforms and materials.
- Lead organisational storytelling and impact narratives.
- Develop and maintain branding and communication guidelines.

#### B. Marketing and Visibility

- Design and manage digital, print, and offline marketing campaigns.
- Oversee production of marketing assets including brochures, pitch decks, case studies, and programme materials.
- Manage visibility calendars and promotional plans.
- Support ecosystem engagements, events, and campaigns.

#### C. Internal and External Communication

- Develop and manage internal communication systems including newsletters, announcements, and staff updates.
- Coordinate town halls, briefings, and internal engagement platforms.
- Lead external communications including press releases, media advisories, and corporate announcements.
- Support crisis communication and reputation management.

#### **D. Digital and Social Media Management**

- Lead digital presence across website and social media platforms.
- Plan and execute social media and online campaigns.
- Monitor analytics, trends, and audience engagement.
- Ensure timely publication of high-quality digital content.

#### **E. Content Development and Production**

- Produce and supervise newsletters, blogs, articles, videos, infographics, and publications.
- Develop key messages, talking points, and advocacy materials.
- Ensure editorial quality, relevance, and alignment with brand voice.
- Coordinate multimedia and graphic production.

#### **F. Media Relations and Public Relations**

- Build and maintain relationships with journalists, media houses, and influencers.
- Secure media coverage and external features.
- Coordinate interviews, press briefings, and public appearances.
- Manage PR partnerships and sponsorships.

#### **G. Thought Leadership and Knowledge Positioning**

- Develop and implement Sahara Consult's thought leadership strategy.
- Produce sector insights, opinion pieces, policy briefs, and expert commentary.
- Coordinate leadership contributions to industry forums, panels, and publications.
- Position Sahara Consult as a leading voice in innovation, entrepreneurship, and impact investing.
- Translate programme learning and research into public-facing knowledge products.

#### **H. Coordination and Team Leadership**

- Provide technical guidance to junior communication and content staff.
- Coordinate with programme teams to collect stories, data, and visuals.
- Participate in organisational planning and reporting processes.
- Support cross-entity brand alignment within Sahara Group.

## Key Performance Indicators (KPIs)

### 1. Brand and Visibility

- Minimum 5% monthly growth in digital impressions.
- At least 3 to 4 visibility materials produced monthly.
- One media feature or mention per month.
- 100% compliance with brand standards.

### 2. Thought Leadership and Sector Positioning

- At least 1 high-quality thought leadership piece published monthly (article, policy brief, insight paper, or commentary).
- Minimum 10% month-on-month growth in impressions for thought leadership content.
- Representation in at least 1 industry forum, panel, or expert platform per month.
- Minimum of 12 major knowledge products produced annually.

### 3. Digital Growth

- 3 to 4% monthly growth in social media followers.
- 3% monthly increase in website traffic.
- 2 to 3% growth in newsletter subscriptions.

### 4. Internal Communication

- Regular internal newsletters and briefings.
- Minimum 80% staff satisfaction with internal communication.

### 5. Reporting and Strategy

- Monthly communication and marketing reports.
- 80% implementation of approved visibility plans.
- Monthly internal strategy review sessions.

### 6. Content Quality and Production

- Production of at least 6 high-quality content pieces per month across platforms.
- Minimum average engagement rate of 8% on major content outputs.
- Zero major editorial or branding compliance breaches.

## Qualifications and Experience

- Bachelor's degree in Communications, Marketing, Public Relations, Journalism, Business, or related field.
- Master's degree is an added advantage.
- Minimum of 5 years' progressive experience in communications, marketing, or related roles.
- Experience in consulting, innovation, development, or donor-funded environments is desirable.

## Skills and Competencies

- Strong strategic communication and marketing planning skills.
- Excellent writing, editing, and analytical storytelling ability.
- High proficiency in digital marketing and analytics tools.
- Ability to translate technical content into public knowledge products.
- Strong interpersonal and coordination skills.
- Leadership and team management capability.
- High emotional intelligence and professionalism.
- Creativity, adaptability, and problem-solving capacity.

## Submission Requirements

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

**Deadline:** 23rd February 2026