



Graphic Designer & Digital Marketing Officer

Job Title: Graphic Designer & Digital Marketing Officer
Location: HaloPesa Headquarters
Employment Type: Full-time

Job Purpose

The Graphic Designer and Digital Marketing Officer will be responsible for creating visually appealing designs and implementing innovative digital marketing strategies to strengthen HaloPesa’s brand presence and drive customer engagement. This role combines creativity, technical design expertise, and marketing acumen to deliver impactful campaigns and visual content across various digital platforms.

Key Responsibilities

Graphic Design

- Design and produce high-quality visuals for various platforms, including social media, websites, advertisements, and print materials.
- Create graphics for product promotions, banners, infographics, and presentations that align with HaloPesa’s brand guidelines.
- Collaborate with the marketing team to conceptualize and develop creative concepts for campaigns and events.
- Maintain consistency in branding across all visual content and materials.
- Stay updated on the latest design trends and tools to ensure innovative and engaging content.

Digital Marketing Strategy and Execution

- Plan, execute, and manage digital marketing campaigns across platforms such as social media, email marketing, and pay-per-click (PPC) advertising.
- Develop and implement strategies to increase brand awareness, customer engagement, and online presence.
- Optimize campaigns based on performance metrics to achieve desired outcomes, such as lead generation and conversions.

Social Media Management

- Manage and grow HaloPesa’s social media accounts by creating and posting engaging content.
- Monitor and respond to customer inquiries and feedback on social platforms.
- Analyze social media performance and provide recommendations to improve reach and engagement.

Website Management and SEO

- Collaborate with the web development team to maintain and update the company’s website with fresh, relevant, and optimized content.
- Implement SEO best practices to improve website traffic and search engine rankings.
- Monitor website analytics to track performance and suggest enhancements.

Content Creation

- Work with the marketing team to develop creative content for digital platforms, including video content, animations, and promotional materials.
- Design email templates and newsletters that drive customer engagement.
- Assist in scriptwriting, video editing, and other multimedia projects as needed.

Reporting and Analytics

- Track and report the performance of digital marketing campaigns, graphic designs, and social media activities.
- Analyze data to provide actionable insights and recommendations for improvement.
- Prepare regular reports on key performance metrics to support decision-making.

Qualifications and Experience

- Bachelor's degree in Graphic Design, Marketing, Digital Media, or a related field.
- Certification in digital marketing, graphic design, or related fields is an added advantage.

Experience

- Minimum of 1–2 years of experience in graphic design and digital marketing.
- Proven experience managing digital campaigns and creating high-quality graphic content.
- Proficiency in graphic design software such as Adobe Photoshop, Illustrator, and InDesign.
- Strong knowledge of digital marketing tools like Google Ads, Meta Ads Manager, and email marketing platforms.
- Familiarity with video editing tools such as Adobe Premiere Pro or Final Cut Pro is a plus.
- Excellent understanding of branding principles and visual storytelling.
- Strong analytical skills to interpret marketing data and improve campaign performance.
- Creativity and attention to detail.
- Strong organizational and time-management skills.
- Fluency in English and Swahili is required.

Key Performance Indicators (KPIs)

- Quality and consistency of graphic designs produced.
- Performance of digital marketing campaigns (e.g., ROI, engagement, conversions).
- Increase in website traffic and SEO rankings.
- Timeliness and effectiveness of design and marketing deliverables
- Growth in social media followers and engagement rates.

Send your CV to hr@halotel.co.tz

Send before 30th October 2025

Please indicate JOB TITLE in your applications.
All attachment shall be in PDF format.