

SHORT TERM CAREER OPPORTUNITY

About Us:

MSI Tanzania is a marketing-focused, results-oriented social enterprise, which uses modern management and demand creation techniques to provide family planning, reproductive and sexual healthcare, and allied services. MSI Tanzania is a member of the MSI Reproductive Choices Global Partnership, which operates in 36 countries worldwide. MSI Tanzania's goal is to improve quality of life in Tanzania by dramatically improving access to and use of family planning and other reproductive health services.

Our organization guided by universal Mission of “Your health, Your Choice, Your Future” is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and post holders to share this commitment.

The Role:

Marketing Officer (1 Position) - Dar es Salaam

We are seeking a highly skilled and proactive **Marketing Officer** to support the Social Marketing Department in strengthening the visibility, demand, and market penetration of male condoms, emergency contraceptives, and the full range of contraceptive and Sexual and Reproductive Health products.

This role provides comprehensive 360-degree marketing support, spanning digital marketing, social media management, field activations, customer engagement, product promotions, partnerships, and data-driven decision-making.

The ideal candidate is creative, analytical, and deeply passionate about Sexual Reproductive Health, youth engagement, and behavior change communication. They will contribute directly to increasing product access, correct use, and brand preference across diverse consumer segments.

Among the Key Responsibilities:

1. 360 Marketing & Campaign Support

- Support the design and implementation of integrated 360 marketing campaigns for condoms and contraceptive products, including digital, print, community, retail, and mass-market initiatives.
- Assist in the development of marketing collateral such as posters, flyers, product guides, shelf talkers, and point-of-sale materials.
- Coordinate community activations, pharmacy outreach, retail promotions, youth engagement events, and workplace sensitization sessions.
- Enhance brand visibility and ensure alignment with Social Marketing guidelines and regulatory requirements.

2. Social Media & Digital Marketing

- Plan, create, and publish impactful contraceptive products content educational and promotional across social media platforms.
- Manage engagement by responding to inquiries related to condoms, contraceptive use, and SRH in a professional and sensitive manner.
- Support paid digital campaigns targeting key consumer groups such as youth, women, couples, and high-prevalence SRH communities.
- Track and analyze digital engagement to guide content optimization and improve campaign performance.

3. Content Creation & Creative Development

- Support in creation of high-quality graphics, short videos, animations, and infographics that promote condom and other contraceptive products.
- Develop messaging that promotes condom and other contraceptives both to consumers and points of distributions.
- Draft persuasive content for blogs, newsletters, campaign scripts, and internal product's communication briefs.

4. Website Management & SEO Support

- Update SRH product pages and ensure accurate, youth-friendly, and evidence-based content.
- Support basic SEO activities to improve search visibility of SRH content and product education materials.
- Monitor web analytics to understand consumer information behavior and improve content relevance.

5. Market Research, Insights & Customer Engagement

- Conduct market scans and competitor analysis across condom brands, ECs, and contraceptive methods.
- Support customer surveys, pharmacy feedback loops, and social listening to gather insights on product perceptions and usage patterns.
- Contribute recommendations to enhance product demand, brand loyalty, and customer experience.

6. Partnership, Influencer & Community Support

- Assist in identifying and managing influencers, community leaders, youth ambassadors, and other key stakeholders for collaborative campaigns.
- Support partnerships with pharmacies, health facilities, community-based organizations, and media outlets to expand product reach.
- Contribute to organizing SRH products activations with local partners, corporate institutions, and social impact platforms.

7. Data Analysis & Performance Tracking

- Monitor and report performance of digital campaigns, community activations, and product promotions using relevant analytics tools.
- Prepare monthly marketing dashboards with key metrics, insights, and recommendations.
- Use data to guide continuous improvement of marketing approaches, message effectiveness, and channel optimization.

About You:

To succeed in this role, you must be/have:

- Bachelor's degree in Marketing/ Communications/ Public Health/ Business Administration, or a related field.
- 1–3 years of experience in digital marketing, social marketing, content creation, or Sexual Reproductive Health (SRH) related programs.
- Proficiency in design and content creation tools such as Canva, Photoshop, Illustrator.
- Strong understanding of SRH products communication standards, youth-centered communication, and demand creation strategies.
- Experience in social media management, paid advertising, and basic SEO.
- Excellent writing, communication, and analytical skills

If you feel that you are able to meet the requirements and you are motivated enough to be part of the team, please send your applications including a cover letter detailing your suitability and why you are interested in this post to the address below:

Director of People and Culture
MSI Tanzania
11 Majuva Street – Mwenge
P. O. Box 7072, Dar Es Salaam.
Telephone: +255 22 2774991 / 4
VOIP +255 768 987 780
E-mail : jobs@mst.or.tz

Closing date: All applications should reach the addressee before or on **Monday December 22, 2025**.
Only short-listed candidates will be contacted.

MSI Tanzania wishes you happy holidays and festive season!