**Employment opportunity**  
**REF:** TSOSJ/HR/MRKTN/04/18  
**Position:** Digital Marketing Officer  
**Duty Station:** Arusha, Tanzania

### About us
The School of St Jude is an education institution, entirely funded by charitable donations, that provides free, high-quality primary and secondary scholarships to 1,800 of the poorest and brightest students in the Tanzanian region of Arusha.

### About the role
We are looking to appoint a Digital Marketing Officer to positively impact the marketing and fundraising efforts of the school through the use of digital and online marketing. The ideal candidate will have a passion for community development and a strong interest in NGOs.

### Key responsibilities

#### Planning
In consultation with the Head of Marketing:
- Contribute to the development of a staged digital marketing strategy to strategically inform your work and the digital marketing activities of the future. With a key focus on driving online traffic to the St Jude's digital platforms including St Jude's website, blog, social media channels and utilising search engine optimisation.

#### Implementation
In consultation with the Head of Marketing:
- Be responsible for maintaining and improving the St Jude's website functionality and usability and keeping all content updated.
- Write and upload content for online platforms including website, blog and social media channels and adapt content according to audience and platform.
- Work with the graphic designer to revise existing and/or create new email templates and web assets as required.
- Review, proof read and disseminate accurate and relevant information on St Jude's digital and online platforms.
- Proof check and update digital and online communication tools distributed by the Marketing team and other teams within the organisation.
- Implement conversion funnels on key pages of the school's website.
- Monitor and report on website visitation, social media engagement and conversion results.
- Advise on an implement search engine optimisation strategies.
- Work with photographer/videographer to create multimedia content when necessary.
- Strive to continually improve the usability, design, content and conversion of digital communication tools.

#### Monitoring and Review
- Provide analysis on digital marketing KPIs.
- Contribute to monthly marketing reports.
- Attend marketing team meetings and one-to-one meetings with manager.

#### Continuous Improvement
- Keep up-to-date with, and be responsive to, technological advances and digital trends making recommendations for relevant revenue generating initiatives.
# Job Description

**Job Title**: Digital Marketing Officer

**Key responsibilities**
- Participate and support fellow staff in school mission related activities such as all school celebration days.
- Participate in student selection process, including house checks after hours and on rest days up to 20 Saturdays per annum.
- Perform any duties as assigned by Heads of Department, Managers and Founder.

**Skills and required experience**
- Two to three years’ experience in a digital role, ideally in the not-for-profit sector.
- Relevant qualifications to demonstrate knowledge of digital marketing landscape, tools and function in an organisation.
- HTML and web editing skills and a familiarity with using web-based content management systems, databases and publishing to social media platforms.
- Hands-on experience in creative writing and communications and up-to-date with the latest trends and best practices in online marketing and fundraising.
- Experience of updating websites in a timely and efficient manner.
- Ability to monitor and evaluate outputs and outcomes and report accordingly.
- Strong desire to learn, try new things, and problem solve.
- Ability to work quickly and independently, but also as part of a team.
- Detail orientated.
- Ability and enthusiasm to be a creative and imaginative contributor to the marketing team.
- Fluent written and spoken English (IELTS Level 8 or equivalent).

**Other Attributes**
- Be flexible, open-minded, and tolerant and appreciate the complexities of working in a rapidly growing charity in a developing country.
- Have a passion for our mission and a strong desire to make a positive difference performing a variety of tasks; from the mundane to the fun and interesting!
- Energetic, consistent and dedicated personality.
- Work well independently and as part of a team of Tanzanian staff and international volunteers.
- Have good emotional and physical health and the energy and drive to take on new challenges.
# Job Description

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**Benefits**
- A local wage that will allow you to live comfortably in Arusha – a vibrant gateway to Tanzania’s world-famous national parks.
- International Employees Benefits Package including: house benefit allowance and access to furnished on-campus accommodation (WiFi included); plus contract completion bonuses.
- Mid-morning tea and lunch (during working days).
- Opportunities for career development.
- Welcoming community of international and local employees.
- Two weeks paid Christmas holiday in addition to the annual 28 days leave.

**How to Apply**
Complete the following:
- A cover letter (subject line must include the reference number: TSOSJ/HR/MRKTN/04/18)
- Up to date Curriculum Vitae.
- A completed Application Form.
- Email the document to recruitment@schoolofstjude.co.tz.

Use your skills to help one of Africa’s most successful international education charities!