

# WE ARE **HIRING**



**Join Our Team**

**Application Deadline:  
29 January, 2025.**

**Position:**

◆ **Sales & Marketing Officer**

**For more details and how to apply, visit:  
<http://www.macwish.ac.tz>**



## MacWish College of Health And Allied Sciences, invite application for the following positions.

<b>Job Title:</b>	<b>Sales &amp; Marketing Officer</b>
<b>Position:</b>	<b>1</b>
<b>Basis of the Employment:</b>	<b>Full time</b>
<b>Department:</b>	<b>Administration</b>
<b>Duty Station:</b>	<b>MacWish CoHAS, Mwanza.</b>
<b>Report to:</b>	<b>Human Resource and Administrative Officer</b>

### Responsibilities and Accountabilities:

- Take a lead role in developing and implementing the college's marketing and student recruitment strategy to support the college's strategic plan.
- Develop a network of relevant marketing contacts within and outside the college and use this network to inform the development of college activity.
- Representing and promoting the college at national exhibitions and providing market analysis post-event.
- Selection and ordering of promotional merchandise for exhibitions.
- Systematically gather market and competitor intelligence and conduct market research, disseminating findings across the college.
- Capture quality footage from a fixed or moving position
- Assistance with proofreading, copy writing, editing copy and information collection.
- Managing and creating contents for social media platforms.
- Managing the stock of all marketing collateral i.e. brochures creating systems to identify when stock needs to be replenished.
- Other related duties as assigned by the Supervisor.

## Qualifications, Experience, Competencies and Attributes Required.

- Bachelor in Marketing, Public Relation, Journalism or Mass Communication
- A minimum of 1+ year in demonstrable experience in Marketing, Digital Marketing, and Social Media.
- Proven Experience in operating relevant equipment's (camera, microphones, lighting equipment's)
- Communication: Ability to express your views clearly and concisely both verbally and in writing.
- Creativity in social media engagement to ensure followers are engaged and hooked
- Customer Focus: Be committed to high quality and respond to concerns and complaints immediately
- Teamwork: A good team player who has the ability to get on with tasks and achieve results
- Leadership: Ability to take responsibility for tasks, prioritizing and scheduling own work to ensure deadlines are met

## HOW TO APPLY

All applications **MUST** be sent electronically through,  
**[recruitment@macwish.ac.tz](mailto:recruitment@macwish.ac.tz)**

**DO NOT DO FOLLOW UP** and never send applications more than once. Interested applicants can submit application letter, CV, academic certificate and birth certificate not later than **January 29, 2025.**

**MacWish College of Health and Allied Sciences** is an equal opportunities employer.