



JOB OPPORTUNITY

Marketing Officer

Job Title	Marketing Officer
Reporting to	Managing Director
Direct Supervisor	Programmes Manager
Department	Marketing
Duty station	Moshi Municipality, Kilimanjaro Region
Duration of Assignment	One-year renewable contract depending on performance and availability of funds








About TUSONGE CDO

TUSONGE Community Development Organisation (TUSONGE CDO) is a non-governmental organisation dedicated to empowering communities, with a particular focus on promoting the social and economic rights of local populations. The organisation was established in 2011 and formally registered in 2013 with the Ministry of Community Development, Gender, Women and Special Groups under Registration Number 00NGO/R1/00206. Currently, TUSONGE CDO implements development programmes in Kilimanjaro, Arusha, and Singida Regions.

TUSONGE's work aligns with both **national development priorities**, including the **Tanzania Development Vision 2025**, the **National Strategy for Growth and Reduction of Poverty (NSGRP/ MKUKUTA II)**, and the government's frameworks on **gender equality, social protection, and inclusive economic development**, as well as **global agendas** such as the **United Nations Sustainable Development Goals (SDGs)**, particularly **SDG 1 (No Poverty)**, **SDG 5 (Gender Equality)**, **SDG 8 (Decent Work and Economic Growth)**, **SDG 10 (Reduced Inequalities)**, and **SDG 16 (Peace, Justice and Strong Institutions)**.

The organisation is guided by its **Third Five-Year Strategic Plan (2024-2028)**, anchored on three core thematic areas: **(1) Sustainable Livelihoods and a Caring Economy**, **(2) Social Justice and Inclusion**, and **(3) Organisational Capacity Enhancement**. Through these strategic pillars, TUSONGE CDO promotes inclusive development, strengthens community resilience, and enhances institutional

	effectiveness, contributing to the achievement of both national priorities and international development goals for sustainable and transformative impact.
Position Summary	The Marketing Officer will drive the growth and visibility of the organisation by developing and implementing strategic marketing and business development initiatives. The role involves identifying new opportunities, building partnerships, and expanding the organisation's reach to key stakeholders. The officer will also manage branding, communications, and promotional activities to enhance organisational presence and engagement
Key Duties & Responsibilities	<ul style="list-style-type: none"> ▪ Develop and implement marketing and communication strategies for organisational programmes and campaigns. ▪ Promote TUSONGE CDO's activities through digital platforms, social media, website, print and community-based channels. ▪ Prepare marketing materials including brochures, flyers, posters, newsletters and success stories. ▪ Support donor visibility and branding requirements in all programme communications. ▪ Document organisational activities through photos, videos and written stories. ▪ Coordinate public events, community campaigns, exhibitions and stakeholder meetings. ▪ Strengthen partnerships with media houses, CSOs, government authorities and community leaders. ▪ Maintain and update the organisation's website and social media pages. ▪ Conduct business and marketing training skills to community entrepreneurs ▪ Conduct market research and competitor analysis to identify trends and opportunities. ▪ Collaborate with cross-functional teams to ensure alignment of marketing efforts with overall project and organization goals ▪ Track customer feedback and improve marketing strategies based on insights ▪ Support fundraising and resource mobilization campaigns. ▪ Prepare periodic marketing and visibility reports. ▪ Perform any other duties and responsibilities assigned by supervisor
Academic Qualification	<ul style="list-style-type: none"> ▪ Holder of Bachelor Degree in Business Studies with specialization in Marketing, Business Administration (majoring in marketing) or equivalent qualification from a recognized institution
Working Experiences	<ul style="list-style-type: none"> ▪ Minimum of two (2) years working experience in marketing, business development, communications environment.
Desired Knowledge, Skills and Competencies	<ul style="list-style-type: none"> ▪ Strong writing, editing and presentation skills in both English and Kiswahili. ▪ Experience in social media management, content creation and digital marketing. ▪ Knowledge of graphic design tools is an added advantage. ▪ Good interpersonal, organisational and time management skills. ▪ Ability to work independently and in a team. ▪ High level of integrity and commitment to community development values

	<ul style="list-style-type: none"> ▪ Readiness to accept challenges and learn new things to cope with changing demands of a program
Mode of Application	<p>Interested candidates should apply in confidence to the Undersigned enclosing: -</p> <ul style="list-style-type: none"> ▪ Signed Cover letter addressing the list of competencies ▪ Recent Curriculum Vitae (CV) ▪ Certified copies of relevant Certificates and Transcript <p>The Cover letter and all attachments should be submitted to: info@tusongecdo.org with subject line “Application for A Marketing Officer Position” to the following address:</p> <p>Managing Director, TUSONGE CDO, P.O. Box 1326, Moshi, Kilimanjaro.</p> <p>Important note:</p> <ul style="list-style-type: none"> ▪ Applications will be received not later than <i>Sunday, 18th January 2026 at 23:59 EAT</i> ▪ TUSONGE CDO does not require applicants to pay any money at whatever stage of the recruitment and selection process and has not retained any agent in connection with recruitment ▪ Please note that only shortlisted candidates will be contacted for interview
Remuneration Package	<p>Attractive package will be offered to the right Candidate commensurate with his or her qualifications and experience in accordance with TUSONGE CDO Human Resources Policy</p>
Equal opportunity Policy	<p>TUSONGE CDO is an equal opportunity employer, and positively welcomes applications from all sections of the community. Female candidates and persons with disabilities are strongly encouraged to apply.</p>
TUSONGE Communications	<p>Website: https://www.tusongecdo.org/</p> <p>Follow us:        TUSONGE CDO</p>