



Job Title: Marketing Coordinator, DKT Tanzania
Location: Dar es Salaam, Tanzania

About DKT International

DKT International is a social marketing organization whose core mission is the provision of safe and affordable options for family planning and HIV/AIDS prevention. DKT International is one of the largest private providers of family planning and reproductive health products in the developing world, with a presence in over 50 countries. As an innovative social enterprise DKT is constantly seeking new ways to meet consumer and healthcare provider needs for family planning and reproductive health products and services.

Since DKT International started operations in Tanzania in 2014, it has grown to be one of the leading private providers of contraceptive and reproductive health products across the region through its brands of condoms (Kiss, Bull, Fiesta), Trust Contraceptives, and Kare reproductive health products among others. DKT is a dynamic, entrepreneurial and health-minded organization where individuals can make a difference in improving the lives of people.

Position Summary:

The Marketing Coordinator will be a key member of the DKT Tanzania team and will be responsible for working with DKT East Africa's Regional Marketing Manager and DKT Tanzania's National Sales Manager (NSM) to deliver results in line with the company's annual sales targets, revenue targets, and overall business plan. The overall scope of the role is to ensure effective implementation of marketing strategies and plans to drive brand awareness and intent to use, growing DKT Tanzania brand presence and sales.

Key Accountabilities/Responsibilities

- 1. Contribute to development of East Africa annual marketing strategy providing DKT Tanzania building blocks by collaborating to:**
 - Analyze prior year marketing plan performance.
 - Ensure deep understanding of each brand's target audience, including insight development; conduct market research as necessary.
 - Evolve brand positioning and develop key brand messages to deliver annual targets.
 - Write creative brief and partner with agency/graphic designer to develop marketing campaigns and materials for above and below the line execution.

- 2. Collaborate with Regional Marketing Manager and National Sales Manager to develop 360 ATL/BTL tactical communications plan to deliver annual marketing plan awareness, trial, and sales goals:**
 - Develop an integrated, holistic, multi-touchpoint media plan that reaches consumers when and where they are most receptive to brand messaging to build share and brand equity.



- Track local, traditional and digital, OOH marketing strategies and campaigns implementation and communicate opportunities to improve coverage on media.
 - Lead analysis and adoption of new media trends driven by changing consumer media behavior. Fully entrench digital, mobile and social media strategies into relevant programs, whilst developing required partnerships and capabilities to accelerate the shift towards interactive media.
 - Conduct competitor tracking, analysis and reporting to ensure distinctive positioning for DKT brands, and no infringement of copyrights.
 - Manage Sales Promotions and Campaigns Calendars to maintain consistent cross functional communication and continued engagement.
- 3. Lead implementation of DKT Tanzania national marketing and communications plans:**
- Partner with agency and/or graphic designer on execution of marketing campaigns such as email, event, social media, or content marketing.
 - Coordinate product, event, or content email marketing campaigns, including copy, scheduling, testing, and database management.
 - Support creation, proofread, and edit copy for various marketing channels, ensuring consistent voice.
 - Assist with developing and managing content and social media marketing programs, including blogs and public relations efforts.
 - Independently coordinate marketing and community events, including overseeing logistics, managing registrations, coordinating with vendors, creating itineraries, and ordering marketing collateral.
 - Coordinate training programs through venue bookings, facilitating trainers, registration of participants, mobilization to increase products uptake.
- 4. Monitor, analyze, and evolve marketing messages and communications plans as necessary to meet awareness, trial, and sales goals:**
- Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics including brand performance, value for money, and ROI, and creating comprehensive reports.
 - Identify, assess and maintain strategic marketing asset opportunities to build brand equity. Ensure the execution of assets to maximize the ROI on each asset.
- 5. Other responsibilities:**
- Manage relationships with external vendors to ensure high-quality and timely execution of marketing programs, and to ensure competitiveness.
 - Coordinate effectively with cross functional teams to ensure marketing and sales activities are aligned and as beneficial as possible.
 - Assume additional responsibilities as assigned.

Education, Experience and Skills:

- Bachelor's degree in Business Administration, Marketing, Communications, or a related field



- 5 years of experience in marketing
- Demonstrated experience working across a variety of marketing platforms and channels, and knowledge of marketing and media best practices, including social, digital, and email marketing
- Demonstrated experience working with agencies, coordinating marketing and community events, assisting with the development, execution, and monitoring of marketing activities
- Demonstrated excellence in writing, speaking, and presenting, including outstanding copywriting and proofreading
- Excellent analytical skills and demonstrated experience analyzing metrics and creating reports and recommendations
- Strong organizational and project management skills
- Strong command of MS Office

Key Qualities and Characteristics:

- Keen attention to detail
- Self-starter able to independently move projects forward, prioritize tasks, and meet deadlines
- Ability to multitask, work independently and collaborate effectively with a team
- High level of creativity

Interested candidates to send their applications to recruitment@dkthealthcare.org by 31st July 2024 – to include cover email/letter & resume. Email subject line must read: **“Marketing Coordinator, Tanzania”**

Only shortlisted candidates will be contacted. Work references should be available upon request.