
Communications Assistant – (Intern)

Work Location: **Dar es Salaam**

Number of Openings: **1**

Reports to: **Program Officer - Advocacy and Engagement**

Contract Period: **6 Months (with the possibility of an extension)**

Application Deadline: **May 20, 2023**

Expected Starting Date: **June 1, 2023**

ABOUT HAKIRASILIMALI:

HakiRasilimali (HR) is a platform for Civil Society Organizations (CSOs) registered under the Non-Government Organizations (NGOs) Act of 2012 working towards transparency and accountability in the extractive industry (mining, oil, and natural gas) in Tanzania. HakiRasilimali is also the Tanzanian chapter of Publish What You Pay (PWYP), a global membership-based coalition of civil societies in over 40 countries united in their call for an open and accountable extractive sector.

POSITION SUMMARY:

HakiRasilimali seeks to recruit an **Intern (Communications Assistant)** to assist **Advocacy and Engagement Unit**. Ideal candidates will have a passion for the extractive industry and natural resources and possess exceptional creativity, proficiency in various design software and tools, excellent attention to detail, and a proven ability to engage audiences through various digital platforms effectively and proven experience working in a diverse team. You will be responsible for creating content such as media releases and social media posts on behalf of the organization. You will also be monitoring media and attending internal and external events.

PRINCIPAL DUTIES, RESPONSIBILITIES, AND EXPECTATIONS:

Under the guidance of and reporting directly to the Advocacy and Engagement Officer, the Communications Assistant (Intern) will be responsible for assisting the following: -

- **Social Media Management:** Management of HakiRasilimali social media accounts by creating, curating, and scheduling content, engaging with followers, monitoring analytics, and staying up to date on social media trends.
- **Website Management:** Updating the organization's website with new content, ensuring that the website is user-friendly and accessible. Regularly monitor the website and social media metrics and analyse them monthly.
- **Graphic Design:** Creating visually appealing graphics, infographics, and other design elements that can be used across the organization's social media accounts, website, and print materials.

- **Printing Management:** Assisting in managing the organization's printing needs, such as reports, books and other promotional materials. Review of translations and contacts with printers and other suppliers to ensure production.
- **Photography and Videography:** Capturing, sharing and storing photos and videos of the organization's events.
- **Content Creation:** Creating written content, such as blog posts and press releases, prepare presentations and reports.
- **Analytics and Reporting:** Monitoring analytics and generating reports on the performance of social media, websites, and other marketing efforts.
- **Collaboration and Communication:** Work collaboratively with other departments and team members to ensure that advocacy efforts are aligned with organizational goals and communicate effectively with stakeholders.
- **Managing Digital Repository of Documents:** Maintain a digital database and support the physical library of HakiRasilimali's resources.
- **Creating, editing and posting creative content** on HakiRasilimali's Twitter, Facebook, YouTube and LinkedIn platforms.
- **Expand digital dissemination outlets** for information sharing such as websites, webinars, social media.
- **Branding:** Ensure branding and style compliance and represent communication policies and guidelines across all materials.
- **Media:** Develop, maintain and updating media contact lists. Coordinate responses to incoming media inquiries, review of press releases, and relevant news coverage monitoring.
- **Offer support to all teams** in designing and editing materials for various audiences and contexts, including research and meeting reports, case studies, briefs.
- **Any other work duties** as assigned by the HakiRasilimali secretariat.

QUALIFICATIONS: Required Skills and Experience:

Education: A bachelor's degree in communications, marketing, or related field.

Experience - Any experience working as a communication professional.

Technical Skills and Operational Competencies:

- Ability to plan and execute social media campaigns across various platforms, create engaging content, and analyse metrics to optimize performance.
- Knowledge of print production processes, including design, layout, pre-press, printing, and finishing, to create materials that effectively communicate the organization's message.
- Proficient in all MS Office Applications, particularly Word and PowerPoint; familiarity with design software (e.g., Photoshop, InDesign, Illustrator) to create visuals and graphics.

- Experience with website content management systems (CMS), basic HTML and CSS, and web analytics to maintain and update the organization's website, troubleshoot technical issues, and analyse website performance.
- Strong writing and editing skills to create effective and compelling copy for social media posts, website content, and other communication materials.
- Ability to analyse data and metrics to measure the effectiveness of communication strategies and make informed decisions to optimize performance.
- Attention to detail: A keen eye for detail and a commitment to quality control to ensure all communication materials are error-free and meet the organization's brand standards.
- Outstanding verbal and written communication skills.
- Use of social media dashboards/management tools (Hootsuite) and social/web analytics software (Google Analytics) and experience translating it is desirable.
- Experience with Adobe Creative Suite (InDesign, Illustrator, Photoshop).

Personal Attributes and Characteristics:

- Ability to maintain the highest degree of confidentiality and exhibits integrity.
- Ability to plan, organize, prioritize work, and multitask to meet tight deadlines.
- Strong work ethic and desire for personal and professional development.
- Works as an effective team member, successfully balancing individual and team responsibilities.

ADDITIONAL INFORMATION

- Diversity makes our team stronger. We actively seek a diverse applicant pool and encourage candidates of all backgrounds to apply.
- Our internship positions are paid.
- As part of our standard hiring process for new employees, interns and volunteers, employment will be contingent upon the successful completion of a reference check.

DIRECTIONS TO APPLY

Applicants are required to submit a one/two-page resume and a one-page cover letter that outlines their interests and qualifications for this position. all applications are to be sent to jobs@hakilasilimali.or.tz **Applications will be accepted until May 20, 2023.**

General Working Conditions:

- General working office environment.
- May require some long hours, including evenings, to complete tasks.
- Potential domestic or international travel.