

Iringa Boma – Regional Museum and Cultural Centre is looking for:

1 Communication & Marketing Officer

Reference No: UoI/fy/Boma/2018/2

Workstation: Iringa Boma – Regional Museum and Cultural Centre

1. Who we are

fahari yetu – Southern Highlands Culture Solutions is a programme of the University of Iringa, supporting sustainable community development and poverty alleviation in the Southern Highlands of Tanzania through conservation, management, commercialization and promotion of cultural heritage resources. It is divided into the five activity areas 1. Heritage research, mapping and landscaping 2. Public access and display 3. Commercialization and Promotion 4. Professional capacity building and 5. Community outreach and empowerment.

As centerpiece of the programme fahari yetu has established a Regional Museum and Cultural Centre in the Iringa Boma, an old German colonial building that was restored for this purpose in its unique historical fashion. The exhibition in the regional museum was developed by fahari yetu in collaboration with the National Museum of Tanzania, the Antiquities Department of the Ministry of Natural Resources and Tourism, and the Iringa Regional Commissioner's Office. The exhibition displays a significant number of historical and cultural characteristics and artifacts of the Region. Additional services offered at the Centre are a conference/boardroom facility, cultural tours in Iringa Town and Region, a restaurant/café, and regular cultural activities and events.

Following the establishment of Iringa Boma – Regional Museum and Cultural Centre, ongoing activities include permanent exhibition maintenance and development, curation of rotating temporary exhibitions, cultural education of the public, business capacity building of local communities, design and implementation of new cultural activities and events, development and marketing of cultural tours and products, and general promotion and marketing of the Centre.

2. What we offer

We offer a full time (40 hours a week) post of Communication & Marketing Officer at Iringa Boma – Regional Museum and Cultural Centre. The post is offered for a period of twelve months from 01 April, 2018 until 31 March, 2019.

Tasks and responsibilities under the post

Responsibilities	Activities	Expected outputs
1. Development and implementation of Iringa Boma PR, marketing, promotion and local sponsorship strategy	<ul style="list-style-type: none"> • Write-up of new Boma PR and marketing plan • Development and activation of local sponsorship network • Liaison and partnership development with tour operators and tourism customer service providers 	<ul style="list-style-type: none"> • New marketing plan in place and executed • Radio promotion program on air creating impact • Boma website and Facebook pages maintained and updated every 2 weeks • Regular agreement with 2 local business sponsors reached and implemented • 3 regular partnerships with tourism business operators agreed and implemented
2. <i>Development and conduct of cultural activities and events</i>	<ul style="list-style-type: none"> • Concept write-up for cultural activities and events • Local sponsorship proposal write-up for cultural activities and events • Coordination of advertisement measures for cultural activities and events • Management of cultural activities and events implementation 	<ul style="list-style-type: none"> • 4 cultural events conducted at the Boma • 2 regular cultural activities initiated and taking place (e.g. art gallery displays, language school, debating club) • Associated local music and dance groups marketed through events
3. <i>Operation and marketing of cultural tours and products</i>	<ul style="list-style-type: none"> • Coordination of cultural tour development and implementation • Cultural tour guiding • Organization of artisan group participation in product delivery • Concept and setup of Boma souvenir shop 	<ul style="list-style-type: none"> • 3-5 culture and heritage tours offered and operated from Iringa Boma • Tour clients recommend service quality of Boma Tours • Boma gift shop operating offering local artisan products
4. <i>Coordination of day-to-day museum operation and administration</i>	<ul style="list-style-type: none"> • Administration of conference /boardroom bookings and oversee service provision • Oversight of security, cleaning, and gardening services 	<ul style="list-style-type: none"> • Conference services improved including catering services offer • Security, cleaning and gardening services functioning

3. Compensation and resources

- Gross salary of **TZS 360,000.00/month** for 12 months
- Opportunities for participation in remunerated project activities (depending on acquisition of activity-based project funds)
- Support from volunteers to execute duties

4. Required qualification and competences

Formal education

- Minimum Advanced Certificate or Diploma in Heritage Management, Tourism, Public Relations, Marketing, Event Management or related subjects
- Degree qualification may be an advantage

Work experience

- Practical work experience may be an advantage

Language and communication skills

- Fluent in spoken and written Kiswahili and English
- Polite and professional verbal and non-verbal customer communication

Personal and interpersonal skills

- Creativity in adding value to marketing, PR, promotion, and sponsoring strategies
- Flexibility to respond quickly to market demands
- High degree of responsibility and be able to work independently
- Ability to work in a team

Knowledge of IT tools

- Microsoft Office (Word, Excel, Publisher), Social Media

5. How to apply

Please send your application and supporting documents to

info@fahariyetu.net

Documents required for submission in pdf format

- Cover/motivation letter for application (1 page)
- CV (max. 2 pages)
- Copy of academic certificates and transcripts
- Concept note for a new cultural event/event series or a local sponsorship strategy (max. 3 pages)

The deadline for applications is 15 March, 2018. Applicants will be notified on the outcome of their application by 23 March, 2018.

