

Job Title: Marketing Intern

Organization: Mtaji Wetu Finance Tanzania Limited

Location: Dar es Salaam, Tanzania

Job Type: Full time job

Duration: 6 Months

Job Summary:

We are looking for a motivated and self-driven **Marketing Intern** to join our team and support the company's branding, outreach and communication efforts. This role is office-based marketing support. The intern will assist in increasing brand visibility, marketing initiatives and client engagement to enhance overall efficiency and execution of sales and marketing strategies. This role offers flexible compensation and is ideal for someone looking to build practical marketing experience while gaining hands on experience to strategies that support business growth and operation integrity.

Key Responsibilities:

Brand Awareness

- Assist in executing brand visibility initiatives, including signage, promotional campaigns, and digital presence

Content Creation

- Support the updating and enhancement of the company website
- Assist with creating and scheduling posts for office's social media platforms
- Collaborate with the marketing team to gather and organize customer testimonials for promotional use

Market Research

- Gather insights into customer preferences, competitors, and market trends in the country
- Evaluate feedback to help refine marketing strategies and enhance campaign performance

Reporting and Updates

- Provide regular updates on progress with the Sales and Marketing Officer
- Monitor how campaigns are performing and prepare simple reports

Collaboration and Teamwork

- Coordinate with the Sales and Marketing team to ensure marketing initiatives complement sales strategies
- Work closely with the sales and marketing team to align outreach efforts with business goals
- Support Department's tasks as required

Qualifications and Requirements:

- Basic knowledge of marketing strategies and social media platforms.
- Creative mindset with basic practical experience in creating basic marketing materials on platforms such as Canva and must be able to showcase this capability
- Experience with WIX is an asset.
- Strong communication and interpersonal skills with the ability to engage with clients.
- Educational background in Business, Marketing, or any relevant field is considered as an added advantage
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint)
- Strong organizational skills with the ability to multitask effectively
- Proactive, self-motivated, and willing to learn in a dynamic environment.

Benefits:

- Hands-on experience in sales and marketing within the microfinance industry
- Eligible to receive a weekly transport allowance for each day worked in the office
- Opportunity to work closely with experienced professionals and gain industry insights
- Networking opportunities and career development support

Key Performance Indicators (KPIs):

- The number of quality leads generated weekly
- Engagement rate on website and social media content related to our products
- Consistency and timeliness of reporting

How to Apply:

Interested candidates can send their CV, Application letter and A simple design portfolio to:

 career@mtaji.co.tz

NB: Your Design Portfolio should feature one piece of work such as a brochure or any other marketing materials created using Canva or any digital design platform.