

**Job Title:** Marketing Intern

**Organization:** Mtaji Wetu Finance Tanzania Limited

**Location:** Dar es Salaam, Tanzania

**Job Type:** Part 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:**

- Currently pursuing or recently completed a degree/diploma in Business, Marketing, Communications, or a related field.
- Strong communication and interpersonal skills with the ability to engage with clients.
- Basic knowledge of marketing strategies and social media platforms.
- 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.
- Creative with the ability to design basic marketing materials using tools like Canva; experience with WIX is an asset.

**Benefits:**

- Hands-on experience in sales and marketing within the microfinance industry
- Eligible to receive a daily 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 and Application letter to:

 [career@mtaji.co.tz](mailto:career@mtaji.co.tz)