

THE UNITED REPUBLIC OF TANZANIA



**PRESIDENT'S OFFICE
PUBLIC SERVICE RECRUITMENT SECRETARIAT**

Ref.No.JA.9/259/01/A/353

10th August, 2023

VACANCY ANNOUNCEMENT

1.0 BACKGROUND INFORMATION

On behalf of the Tanzania Tourism Board (TTB), Public Service Recruitment Secretariat (PSRS), invites dynamic, proactive, experienced and suitable qualified Tanzanians to fill four (4) vacant posts as follows; (i) Director of Marketing and Promotion, (ii) Marketing Manager (Foreign, Regional and Domestic), (iii) Manager MICE (Meeting, Incentive, Conference and Exhibition) and (iv) Public Relations and Communication Manager.

1.1. TANZANIA TOURIST BOARD (TTB)

Tanzania Tourism Board (TTB) is a Government Institution legally established by Tanzania Tourism Board Act, CAP 364 of 1962 as amended by Act No. 18 of 1992. The Board is mandated to promote and develop all the aspects of the Tourism in Tanzania. The following are detailed requirements for the posts:

1.1.1	DIRECTOR OF MARKETING AND PROMOTION – 1 POST
EMPLOYER	TANZANIA TOURIST BOARD (TTB)
REPORTS TO	DIRECTOR GENERAL

<p>KEY COMPETENCIES/ ATTRIBUTES</p>	<ul style="list-style-type: none"> (i) Previous experience in a leadership or managerial role, overseeing marketing teams and strategies of business organization/ institution (ii) Strong understanding of the tourism industry, including market trends, target audiences, and competitive landscape. (iii) Proven track record of developing and executing successful marketing campaigns. (iv) Excellent leadership skills to manage and motivate a team of marketing professionals. (v) A strategic thinker capable of devising long-term marketing plans aligned with the TTB's goals. (vi) Strong written and verbal communication skills for conveying marketing messages effectively. (vii) Creativity and innovation in developing engaging and impactful marketing campaigns.
<p>JOB SUMMARY</p>	<p>Develop and implement long-term corporate business plan and undertake research studies for the promotion and development of all aspects of the Tourism Industry including Foreign, Domestic, Regional and Convention of Events.</p>
<p>DUTIES AND RESPONSIBILITIES</p>	<ul style="list-style-type: none"> (i) To develop the board's business and marketing strategy; (ii) To monitor the performance of the Board's marketing initiatives to see if key performance indicators are being achieved; (iii) To develop marketing programs with quantifiable and objectives to measure results; (iv) To plan and oversee the design and production of all promotional aids and materials for distribution locally and overseas; (v) To decide on the various means of distribution of promotional aids; (vi) To coordinate the participation in various promotional campaigns and trips, trade fares and educational tours; (vii) To oversee the compilation and maintenance of up to date tourism data base and to prepare the quarterly and annual reports; (viii) To initiate and coordinate domestic tourism awareness campaigns; (ix) To coordinate market and product research; (x) To monitor and coordinate the relationship of tourism stakeholders both overseas and locally; (xi) To prepare and monitor the overall marketing and business development budget; (xii) To keep abreast with and maintain the Board's compliance with all public statutes, laws and policies related to intellectual property, copyright and trademarks; (xiii) To analyse market trends, recommend changes to marketing and business development strategies; (xiv) To supervise staff under the marketing directorate; (xv) To oversee and monitor all Digital Marketing activities through Digital Marketing Command Centre and its implementation. (xvi) To perform any other duties related to his/her field as assigned by the Managing Director General.

QUALIFICATIONS	Master's Degree in one of the following fields:- Marketing, Business Administration/Commerce majoring in Marketing, Tourism, Cultural Anthropology and Tourism, International Business and Marketing or equivalent qualification awarded by the recognized Higher Learning Institutions. The Master Degree must be directly related to Bachelor Degree/Advanced Diploma.
LANGUAGES	Proficiency in English and Swahili, other international language such as Germany, French Chinese etc. will be added advantage.
EXPERIENCE	Must have at least ten (10) years of working experience of which two (2) years should be in a Managerial position.
AGE LIMIT	Not more than 52 years for those who are in public service and not more than 50 years for those who are not in the Public Service.
TERMS OF EMPLOYMENT	Five years renewable based on performance.
REMUNERATION	Remuneration package in accordance with the Tanzania Tourism Board Salary. Also negotiable.
APPLICATION TIME LINE	Fourteen (14) days from the date of the advertisement

1.1.2.	MARKETING MANAGER (FOREIGN, REGIONAL AND DOMESTIC) – 1 POST
EMPLOYER	TANZANIA TOURIST BOARD (TTB)
REPORTS TO	DIRECTOR OF MARKETING AND PROMOTION
KEY COMPETENCIES/ ATTRIBUTES	<ul style="list-style-type: none"> (i) Previous experience in marketing and promotion within the tourism industry, ideally with a focus on domestic, regional, or international markets. (ii) Proven track record of successful marketing campaigns targeting specific tourism markets. (iii) Experience in analyzing market trends, target audience preferences, and competitors in domestic, regional, and international tourism markets. (iv) Strong understanding of the tourism industry, including the unique demands and challenges of each market segment. (v) Knowledge of marketing strategies to promote Tanzania as a desirable destination in each market. (vi) Ability to devise and implement strategic marketing plans for different tourism markets. (vii) Experience in adapting marketing strategies to cater to the diverse needs of each market segment. (viii) Excellent written and verbal communication skills for effective messaging to various audiences in each market. (ix) Demonstrated leadership skills to manage marketing teams and

	<p>collaborate with stakeholders.</p> <p>(x) Experience in guiding and motivating marketing teams focused on domestic, regional, and international markets.</p> <p>(xi) Strong analytical skills to assess marketing campaign performance and adjust strategies accordingly.</p>
DUTIES AND RESPONSIBILITIES	<p>(i) To manage and coordinate all aspects of marketing locally, regionally and internationally;</p> <p>(ii) To provide the best contact between TTB and its various stakeholders outside Tanzania including tourists, travel agents, tour operators, hoteliers, carriers, Tanzanian Embassies and the media;</p> <p>(iii) To prepare and disseminate correct information on Tanzania tourism to tourists, media and stakeholders;</p> <p>(iv) To undertake publicity and advertisement measures that will ensure Tanzania tourist attractions and facilities receive the widest possible publicity overseas;</p> <p>(v) To maintain regular contacts with local and foreign contacts on issues related to publicizing and advertising Tanzania's tourism;</p> <p>(vi) To identify and recommend to the Director of Marketing the most cost-effective publicity and advertising channels for publicizing Tanzania's tourism in the regional and foreign markets;</p> <p>(vii) To conduct domestic, regional and foreign tourism markets researches, surveys and intelligence;</p> <p>(viii) To undertake publicity and advertisement measures that will ensure Tanzania tourist attraction and facilities received the widest possible publicity domestically;</p> <p>(ix) To maintain regular contact with domestic market with issues related to publicizing Tanzanians tourist attractions;</p> <p>(x) To coordinate the production of promotion materials and control distribution to the wholesalers and tourists in the domestic, regional and foreign markets;</p> <p>(xi) To respond to requests and enquiries for specific information from local and international agencies;</p> <p>(xii) To oversee and monitor all digital marketing center activities and its implementation; and</p> <p>(xiii) To perform any other duties as assigned by superiors.</p>
QUALIFICATIONS	<p>Master's Degree in one of the following fields:- Marketing, Business Administration/Commerce majoring in Marketing, Tourism, Cultural Anthropology and Tourism , International Business, and Marketing or equivalent qualification awarded by the recognized Higher Learning Institutions. The Master Degree must be directly related to Bachelor Degree/Advanced Diploma.</p>
LANGUAGES	<p>Proficiency in English and Swahili, the official languages of Tanzania as well as other international language such Germany, French, Chinese etc. will be added advantage.</p>

EXPERIENCE	Must have at least eight (8) years and has attained Senior Position level.
AGE LIMIT	Not more than 52 years for those who are in public service and not more than 50 years for those who are not in the Public Service.
TERMS OF EMPLOYMENT	Permanent and Pensionable.
REMUNERATION	TTBSS 11
APPLICATION TIME LINE	Fourteen (14) days from the date of the advertisement

1.1.3.	MANAGER MICE (MEETING, INCENTIVE, CONFERENCE AND EXHIBITION) - 1 POST
EMPLOYER	TANZANIA TOURIST BOARD (TTB)
REPORTS TO	DIRECTOR OF MARKETING AND PROMOTION
KEY COMPETENCIES/ ATTRIBUTES	<ul style="list-style-type: none"> (i) Previous experience in planning and organizing MICE (Meeting, incentives, conferences, and exhibitions, (ii) Proven track record of successfully executing MICE-related projects. (iii) Strong understanding of the MICE industry, including trends, best practices, and target markets. (iv) Experience in liaising with stakeholders, partners, and industry professionals to coordinate MICE events. (v) Knowledge of venue selection, logistics, budget management, and vendor coordination for MICE events. (vi) Ability to develop strategic plans to attract MICE business to Tanzania and promote the country as a premier MICE destination. (vii) Excellent written and verbal communication skills for effective event marketing and communication. (viii) Demonstrated leadership skills to manage a team responsible for planning and executing MICE events. (ix) Experience in motivating and coordinating teams to deliver successful MICE experiences. (x) Strong organizational skills to manage multiple events and ensure smooth execution. (xi) Creative approach to designing and implementing innovative MICE event concepts.
DUTIES AND RESPONSIBILITIES	<ul style="list-style-type: none"> (i) To promote investment in tourism sector aimed at enhancing competitiveness of Tanzania destination; (ii) To organize, conduct or coordinate exhibitions and related promotion platforms that aim at promoting tourism in Tanzania; (iii) To coordinate and provide technical support and promotion for cultural

	<p>tourism enterprises and their products;</p> <p>(iv) To sensitize and support the local communities to benefit from available tourism opportunities;</p> <p>(v) To identify potential business event leads and prepare bidding documents and support the bidding process by providing promotional materials;</p> <p>(vi) To promote public and private sector stakeholders' engagement and collaboration on matters related to meetings, incentive travel, conference and exhibition (MICE);</p> <p>(vii) To coordinate all international meetings, incentive travel, conferences and events in Tanzania;</p> <p>(viii) To provide guidance and support to hosting international meetings, incentive travel, conventions, trade exhibitions and major events organizers by giving contacts of venues, hotels, conference organizers, tour operators and other tourism services providers;</p> <p>(ix) To identify meeting, incentive travel, conferences and events (MICE) investment development opportunities;</p> <p>(x) To plan educational trips and site inspections to introduce the destination to potential international MICE organizers;</p> <p>(xi) To be a one-stop shop for all MICE related information;</p> <p>(xii) To conduct research, studies and survey which will guide the MICE's strategies globally and ensuring that stakeholders are kept abreast of industry performance and trends;</p> <p>(xiii) To sensitize and prepare the local community before and during site visits/inspections, conferences, conventions, sports events exhibition and group incentives on the importance of MICE activities; and</p> <p>(xiv) To Oversee and monitor all digital marketing center activities related to promotion of MICE and its implementation;</p> <p>(xv) To perform any other duties as assigned by superiors.</p>
QUALIFICATIONS	Master's Degree in one of the following fields:- Marketing, Business Administration/Commerce majoring in Marketing, Tourism, International Business, Economics, International Relations, Business Communication, Public Relations and Marketing or equivalent qualification awarded by the recognized Higher Learning Institutions. The Master Degree must be directly related to Bachelor Degree/Advanced Diploma
LANGUAGES	Proficiency in English and Swahili, the official languages of Tanzania, other international language such ,as French, Germany ,Chinese etc will be added advantage
EXPERIENCE	Must have at least eight (8) years and has attained Senior Position level.
AGE LIMIT	Not more than 52 years for those who are in public service and not more than 50 years for those who are not in the Public Service.
TERMS OF EMPLOYMENT	Permanent and Pensionable.
REMUNERATION	TTBSS 11

APPLICATION TIME LINE	Fourteen (14) days from the date of the advertisement
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1.1.4.	PUBLIC RELATIONS AND COMMUNICATION MANAGER – 1 POST
EMPLOYER	TANZANIA TOURIST BOARD (TTB)
REPORTS TO	DIRECTOR GENERAL
KEY COMPETENCIES/ ATTRIBUTES	<ul style="list-style-type: none"> (i) Several years of relevant work experience in public relations, communications, marketing, or related fields. (ii) Previous experience in managing public relations campaigns, media relations, and crisis communications. (iii) Proven track record of successfully handling media inquiries and building positive relationships with media outlets. (iv) Experience in developing and implementing public relations plans to enhance the image of the Tanzania Tourist Board, and as reputable Tourism Destination (v) Knowledge of the tourism industry and its unique PR challenges and opportunities. (vi) Ability to devise strategic PR plans aligned with the Tanzania Tourist Board's objectives. (vii) Excellent written and verbal communication skills for crafting press releases, media pitches, and PR materials. (viii) Demonstrated leadership skills to oversee a team responsible for public relations efforts. (ix) Experience in managing and mentoring PR professionals to achieve PR objectives. (x) Experience in handling crisis communications and maintaining a positive public image during challenging situations. (xi) Creative approach to PR campaigns and strategies to attract media attention and engage audiences.
DUTIES AND RESPONSIBILITIES	<ul style="list-style-type: none"> (i) Building and maintaining relationships with journalists, editors, and media outlets to secure positive coverage of Tanzania's tourism offerings. This involves crafting press releases, organizing press conferences, and responding to media inquiries. (ii) Developing compelling content, including articles, blog posts, videos, and social media updates, to show case the beauty and uniqueness of Tanzania as a tourist destination. The content should be tailored to various platforms and target audiences. (iii) Preparing for and managing potential crises that could affect the reputation of Tanzania's tourism industry and Tanzania as a destination. This includes developing crisis communication plans and responding effectively to negative events or incidents. (iv) Collaborating with travel agencies, tour operators, airlines, hotels, and other stakeholders in the tourism industry to create joint marketing campaigns and

	<p>promotions that drive tourism to Tanzania.</p> <ul style="list-style-type: none"> (v) Conducting market research to understand the preferences, needs, and trends of different traveler segments. This helps in tailoring marketing strategies and messages accordingly. (vi) Managing the online presence of the Tanzania Tourism Board through social media platforms, the official website, and other digital channels. Engaging with online communities, responding to inquiries, and sharing engaging content are crucial aspects. (vii) Building strong relationships with local communities, government agencies, NGOs, and other stakeholders to ensure that tourism initiatives are aligned with local interests and sustainable development goals. (viii) Developing and executing creative publicity campaigns that highlight specific attractions, events, or experiences in Tanzania. These campaigns can focus on wildlife safaris, cultural festivals, adventure tourism, and more. (ix) Tracking the effectiveness of PR campaigns by analyzing metrics such as media coverage, website traffic, social media engagement, and tourist arrivals. Regularly reporting on the outcomes and adjusting strategies as needed. (x) Keeping internal teams within the Tanzania Tourism Board informed about PR efforts, marketing strategies, and key developments in the tourism industry. Ensuring alignment and coordination among different departments. (xi) Collaborating with international tourism boards, embassies, and diplomatic missions to promote Tanzania as a tourist destination on a global scale.
QUALIFICATIONS	Master Degree in public relations or equivalent qualifications from recognized institutions. The Master Degree must be directly related to Bachelor Degree/Advanced Diploma.
LANGUAGES	Proficiency in English and Swahili, the official languages of Tanzania, other international language such ,as French, Germany ,Chinese etc will be added advantage
EXPERIENCE	Must have at least eight (8) years and has attained Senior Position level.
AGE LIMIT	Not more than 52 years for those who are in public service and not more than 50 years for those who are not in the Public Service.
TERMS OF EMPLOYMENT	Permanent and Pensionable.
REMUNERATION	TTBSS 11
APPLICATION TIME LINE	Fourteen (14) days from the date of the advertisement

GENERAL CONDITIONS

- i. Applicants must attach an up-to-date Curriculum Vitae (CV) having reliable contacts; postal address/post code, e-mail and telephone numbers;
- ii. All applicants must be citizens of Tanzania;
- iii. **People with disabilities are highly encouraged to apply and should indicate clearly in the portal for Public Service Recruitment Secretariat attention or in the email sent to Ernst & Young LLP (EY) for their attention;**
- iv. Applicants should apply on the strength of the information given in this advertisement;
- v. Applicants must attach their certified copies of the following certificates: -
 - Postgraduate/Degree/Advanced Diploma/Diploma/Certificates;
 - Postgraduate/Degree/Advanced Diploma/Diploma transcripts;
 - Form IV and Form VI National Examination Certificates;
 - **Professional Registration and Training Certificates from respective Registration or Regulatory Bodies, (where applicable);**
 - Birth certificate;
- vi. Attaching copies of the following certificates is strictly not accepted: -
 - Form IV and form VI results slips;
 - Testimonials and all Partial transcripts;
- vii. An applicant must upload recent Passport Size Photo in the Public Service Secretariat Recruitment Portal or attached to the scanned copy of the CV sent through email address of Ernst & Young (EY);
- viii. An applicant employed in the Public Service should route his/her application letter through his/her respective employer;
- ix. An applicant who is retired from the Public Service for whatever reason should not apply;
- x. An applicant should indicate three (3) reputable referees with their reliable contacts;
- xi. Certificates from foreign examination bodies for Ordinary or Advanced level education should be verified by The National Examination Council of Tanzania (NECTA).
- xii. Professional certificates from foreign Universities and other training institutions should be verified by The Tanzania Commission for Universities (TCU) or National Council for Technical Education (NACTVET) where applicable;

- xiii. A signed application letter should be written either in Swahili or English and Addressed to Secretary, Presidents Office, Public Service Recruitment Secretariat, **P.O. Box 2320 and Utumishi Building at University of Dodoma – Dr. Asha Rose Migiro Buildings – Dodoma or Country Managing Partner, Ernst & Young LLP, EY House, No 162/1, Mzinga Way Road 14111, Osterbay, P.O.BOX 2475, Dar es Salaam, TANZANIA.**
- xiv. Deadline for application is **24th August, 2023.**
- xv. Only shortlisted candidates will be informed the date of interview and;
- xvi. Presentation of forged certificates and other information will necessitate legal action;

NOTE: *Applications must be sent either through Recruitment Portal by using the following address; <http://portal.ajira.go.tz/> (This address also can be found at PSRS Website, Click 'Recruitment Portal') or info.tanzania@tz.ey.com*

Released by:

**ACTING SECRETARY
PUBLIC SERVICE RECRUITMENT SECRETARIAT**