

**Position Title:** Communications Officer

**Location:** Arusha

**Reports to:** Chief Marketing and Communications Officer (CMCO)

**About Us:**

Honeyguide is a Tanzanian organization founded 15 years ago with the aim of advancing community-based and led approaches to conservation. Our mission is to make conservation deliver real benefits and be driven by local communities out of their own interest and motivation. We focus all our activities and investments on community-owned and managed Wildlife Management Areas (WMAs), seeing them as social enterprises that provide for both people and wildlife.

**About the Job:**

**Job Purpose:**

Honeyguide is seeking a dynamic and experienced Communications Specialist to join our fundraising department. The Communications Specialist will be responsible for developing and implementing communication strategies to support fundraising initiatives aimed at strengthening community-based conservation efforts in Tanzania.

**Key Responsibilities:**

Communication Strategy Development:

- Collaborate with the Director of Fundraising to develop comprehensive communication strategies aligned with fundraising goals.
- Identify key messaging and target audiences to effectively communicate the impact of our conservation projects to potential donors and stakeholders.

Content Creation and Management:

- Create compelling content for fundraising campaigns, including but not limited to email appeals, social media posts, website content, and fundraising materials.
- Manage content calendars to ensure timely and consistent delivery of messaging across various communication channels.
- Oversee our video production team to create impactful storytelling videos.

Donor Engagement:

- Develop and implement donor communication strategies to cultivate and steward relationships with donors in collaboration with our Donor Management Officer
- Draft acknowledgment letters, impact reports, and other donor communications to express gratitude and demonstrate the impact of their support.

Digital Marketing and Social Media Management:

- Manage and grow our organization's online presence through strategic use of social media platforms, email marketing, and digital advertising.
- Monitor social media channels, engage with followers, and respond to inquiries in a timely and professional manner.

#### Public Relations and Media Relations:

- Develop relationships with media contacts and pitch stories to generate positive media coverage for our fundraising efforts.
- Prepare press releases, media kits, and other materials to promote fundraising events and initiatives.

#### Data and information

- Oversee the data and information collection, identifying key information needed to support our communications in collaboration with the Information Officer.
- Research and identify existing publications, research papers and information that will support our communications.

#### Analytics and Reporting:

- Track and analyze the performance of communication campaigns using relevant metrics and tools.
- Prepare regular reports to evaluate the effectiveness of communication strategies and make data-driven recommendations for optimization.

#### **Qualifications & Experience:**

- Bachelor's degree (or masters) in Communications, Marketing, Public Relations, or related field.
- Strong written and verbal communication skills in English and Kiswahili, with the ability to craft compelling messages for various audiences.
- At least 2 years of experience in communications, preferably in a non-profit or fundraising environment.
- Experience in developing and implementing communication strategies for fundraising campaigns.
- Strong written and verbal communication skills, with the ability to craft compelling messages for various audiences.
- Proficiency in digital marketing tools and social media platforms.
- Experience with donor communications and stewardship strategies.

#### **We're looking for someone who:**

- Ability to work independently and collaboratively in a fast-paced environment.
- Strong attention to detail and excellent organizational skills.
- Passion for conservation and commitment to making a difference in local communities.
- Possesses excellent writing and editing skills, with experience in various communication formats.
- Is a digital native with knowledge of WordPress, Mailchimp, and video production.
- Enjoys building relationships and has excellent interpersonal and communication skills.
- Is a self-starter, organized, and able to manage multiple projects simultaneously.
- Thrives in a fast-paced environment and can adapt to changing priorities.

**Application Process:**

To apply for the Communications Specialist position, please submit your CV highlighting your relevant experience and qualifications and a cover letter that describes why you would like to work with us and how your experience will help our cause.

Please send this information to: [job@honeyguide.org](mailto:job@honeyguide.org) and place in the Subject line: **Application for Communications Officer**

**Deadline for Applications:**

29<sup>th</sup> February 2024