



**MUHIMBILI UNIVERSITY OF HEALTH AND ALLIED
SCIENCES COMMUNICATION AND MARKETING UNIT**



Muhimbili University of Health and Allied Sciences (MUHAS) is inviting applications from qualified Tanzanian to be considered for internship placement at its Communication and Marketing Unit (CMU). The unit is responsible to prepare and manage all public communications and an important arm of the institution for marketing of its products and innovations to the public within and outside the institution.

The following positions for internships are available for application:

1. MARKETING OFFICER– ONE (1) POST

Location: MUHAS

Duration: 1 year

Internship status: Full time

Reports to: Head of Unit

a) Responsibilities:

- i. Participate in developing the marketing implementation plan for the Unit, outlining marketing strategies and activities in line with MUHAS` s Strategic Plan.
- ii. Assist in identifying market opportunities for MUHAS products and services through engagement of internal and external stakeholders.
- iii. Conduct market survey in areas of interest to the University.
- iv. Take part to improving visibility of all MUHAS products as per the set targets
- v. Assist the creation and execution of marketing campaigns across media channels.
- vi. Assist in the creation of written, video, and image contents for marketing channels.
- vii. To assist in developing and managing the MUHAS brand image and positioning strategy
- viii. Develop and disseminate hard and electronic marketing tools including flyers, brochures, and others.
- ix. Ensure the disseminated information are updated in all MUHAS media channels

b) Competences:

- i. Excellent organization and communication skills (written and verbal) with the ability to problem-solve and multi-task.
- ii. Knowledge and a good understanding of Microsoft Office. Skills in using Adobe's creative software and other ICT soft skills are added advantages.
- iii. Basic photography, image and video editing, and graphic design skills.
- iv. Creativity in securing marketing opportunities using different means.
- v. Understanding of social media and experience in using it professionally to support the institutional goals.
- vi. Team oriented and flexible, ability to respond quickly to shifting demands and opportunities.

c) Qualification:

Holder of a Bachelor Degree in Marketing, Business or related field from recognized institution OR Bachelor Degree in health sciences with proven interest and capabilities in marketing.

2. COMMUNICATION OFFICER - ONE (1) POST

a) Responsibilities:

- i. Develop a communication implementation plan for the unit. The plan will outline the communication activities including multimedia content for the website and social media channels.
- ii. Assist in establishing the University's online presence including creating and frequently updating the various institution's social media platform.
- iii. Develop contents and prepare both written and electronic documents such as the institution newsletter, press releases, website content, policy briefs, testimonials, speeches for the top officials and promotional or educational or informational video and audio clips.
- iv. Assist in organising functions and special events hosted by the University (including conferences, seminars, ceremonies, exhibitions, and special visits)
- v. Work with the Head of Unit to produce multimedia content including digital posters, videos, photographs, and animation.

b) Competences:

- i. Excellent organization and communication skills (written and verbal) with the ability to problem-solve and multi-task
- ii. Knowledge and a good understanding of Microsoft Office and Adobe's creative software. Other ICT soft skills are added advantages.
- iii. Social media management skills.
- iv. Skills in photojournalism and Digital media, such as graphic design, video editing and blog administration.
- v. Strong public speaking and facilitation skills.
- vi. Experience in communication, particularly research communication journalism, digital media, and development communication.
- vii. Team oriented and flexible, ability to respond quickly to shifting demands and opportunities.

c) Qualification

Holder of a Bachelor Degree in Mass Communication, Public Relations, Journalism or related field from recognized institutions OR Bachelor degree in health sciences with proven interest and capabilities in media.

3. REQUIREMENTS AND MODE OF APPLICATION

- i. Applicants must attach an up-to-date Curriculum Vitae (CV) having reliable contact postal address, email address and telephone numbers.
- ii. Applicants should attach a one page write up explaining how you fit in this position and how you will improve communication and marketing at the unit.
- iii. Applicants should apply on the strengths of the information given in this advertisement.
- iv. Remuneration for this position will be in accordance with government rates for interns.
- v. Send your application to: info@muhas.ac.tz with subject Internship Application
- vi. Send your application by Friday 16th February, 2024.
- vii. Only shortlisted candidates will be contacted.