**TITLE:** Social Network and Marketing Officer  

**PARTNER(S):** Tanzania Tourist Board (TTB)  

**COUNTRY AND PLACE OF ASSIGNMENT:** Tanzania, Arusha  

**CONTRACT DURATION:** 12 weeks  

**DESCRIPTION:**  
Uniterra is a leading Canadian international volunteer cooperation and development program, jointly implemented by the Centre for International Studies and Cooperation (CECI) and World University Service of Canada (WUSC). Uniterra contributes to improving the socio-economic conditions of poor and marginalized communities in 14 countries and with over 170 partners in Africa, Asia and the Americas through the exchange of expertise and knowledge of Canadian and international volunteers. Uniterra believes that economic growth, when inclusive, is the most powerful driver of poverty reduction. The purpose of the Uniterra program is to improve the lives of some of the world’s most vulnerable populations by stimulating growth and facilitating access to the benefits of growing and diversified markets. To make this happen, we are working with our local partners to enhance the income of poor and marginalized women and youth through better access to employment and income generation opportunities. Uniterra country program staff work with our local partners to design Uniterra assignments in the context of the country strategy, supporting the inclusion of women and youth in key economic subsectors. For more information on the Uniterra program, our approach and countries of focus please visit: Uniterra.ca.  

Tanzania Tourist Board (TTB) is a government organization working toward socio-economic development through the tourism industry, and it aims to establish the country as Africa’s leading tourist destination. TTB’s approach includes responsive tourism promotion and the diversification of tourism products to enhance visitors' experiences. Evolving since 1995, their Cultural Tourism Program, which includes Tanzania’s mountain trekking, wildlife, and beach tourism, has received recognition and awards. There are over 60 Cultural Tourism Enterprises (CTEs) owned, managed and operated by local communities. Through various marketing activities and the coordination of tours, the number of tourists visiting CTEs has increased from 35,000 to 70,000 in a period of 5 years.  

TTB is seeking a volunteer to help Cultural Tourism Enterprises develop their social media marketing strategies.  

**RESPONSIBILITIES:**  
- Prepare and deliver training to CTEs on developing a brand awareness and online visibility of their product on social media platforms;  
- Assist CTEs in creating and implementing social media campaigns and strategies, including, content ideation and implementation schedules;
- Advise the CTEs operators on managing social media marketing campaigns and day-to-day activities like creation & curation of all published content, images, videos etc.  
- Ensure the participation of women and youth, as well as their representation, in all activities of and all program benefits; and  
- Write reports required by TTB and the Uniterra program.

**QUALIFICATIONS:**

- Work, academic, internship or volunteer experience in the area of social networks  
- Demonstrated ability to take initiative  
- Ability to work independently and collaboratively in cross-cultural environments  
- Written and oral fluency in English.