

Job Title: Promotion Supervisor

Organization: Radio Maria Tanzania

Reports to: Promotion Manager

About Radio Maria Tanzania

Radio Maria Tanzania is a Catholic radio station dedicated to evangelization, community development, and spiritual growth. The station operates through the generous support of listeners, volunteers, and donors across the country.

Job Purpose

The Promotion Supervisor will support the planning, coordination, and implementation of promotional activities and campaigns aimed at increasing awareness, listener engagement, and stakeholder support. The role ensures effective management of promotional materials, digital engagement, documentation, and regional coordination.

Key Responsibilities

1. Event Planning & Campaign Coordination

- Support planning and coordination of events and national promotional campaigns.
- Assist in organizing logistics for events, including national campaigns.

2. Promotional Materials Management

- Design, Coordinate packing, tracking, and distribution of promotional materials to volunteers and donors across Tanzania.
- Maintain accurate records of materials produced, distributed, and remaining in stock.
- Track and respond to regional requests for materials.

3. Budget Support

- Assist in preparing annual operational budgets related to promotional activities and materials.
- Monitor and track expenditure against approved budgets.

4. Communication & Relationship Support

- Respond to inquiries from listeners, volunteers, and donors via the Promotion Office number.
- Collect feedback and support relationship-building initiatives.

5. Digital Promotion & Online Engagement

- Prepare and schedule promotional content for the website and social media platforms.
- Monitor online engagement (comments, messages, and performance metrics).
- Prepare weekly engagement summaries and recommendations.

6. Live Promotional Programs

- Assist in writing scripts and supporting live promotional broadcasts, including “Hamasa za Utume wa Radio Maria.”

7. Documentation & Reporting

- Draft reports, meeting minutes, summaries, and other official documents as assigned.

8. Regional Coordination

- Liaise with regional volunteers to ensure effective campaign implementation.
- Follow up to ensure timely submission of regional reports.

9. General Duties

- Perform other duties as assigned by the Promotion Manager.
- Provide administrative and operational support to ensure smooth department operations.

Qualifications & Requirements

- Bachelor’s degree in Marketing, Communications, Public Relations, Business Administration, Media Studies, or a related field.
- At least 3–5 years of experience in promotion, marketing, communications, or event coordination.
- Strong organizational and record-keeping skills.
- Good written and verbal communication skills (Swahili and English).
- Basic knowledge of social media management and digital content scheduling.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint).
- Ability to work with volunteers and diverse stakeholders.
- Practicing Catholic with commitment to the mission of Radio Maria (preferred).

How to Apply

Interested candidates should submit:

- A detailed CV
- A cover letter explaining suitability for the role
- Copies of relevant academic and professional certificates

Applications should be sent to: info.tan@radiomaria.org and coordinator.tan@radiomaria.org

Deadline: 30.03.2026

Only shortlisted candidates will be contacted.