

 azam Pesa *150*08 # FULL-TIME

WE'RE HIRING

DIGITAL ADVERTISING MANAGER

We are seeking an experienced digital advertising manager to spearhead our digital marketing efforts across multiple platforms, including Google, YouTube, TikTok, and Meta.

• **Qualifications :** A bachelor's degree in Marketing, Business, Communications, or a related field, with at least 3 years of experience in digital marketing, PPC, social media ads, and SEO. Strong analytical skills, experience with Google Ads, YouTube Ads, TikTok Ads, and Meta Ads, and proficiency in A/B testing, conversion optimization, and data analysis.

Responsibilities

• **Campaign Management:** Develop, launch, and manage digital advertising campaigns across Google, YouTube, TikTok, and Meta. Ensure that each campaign aligns with business objectives.

• **SEO Strategy:** Implement and oversee SEO strategies to enhance AzamPesa's online presence.

• **Analytics and Reporting:** Monitor campaign performance using Google Analytics, Meta Ads Manager, and TikTok Analytics. Generate detailed reports with insights on ROI, user behavior, and campaign effectiveness to guide future marketing strategies.

• **A/B Testing & Optimization:** Design and execute A/B tests to refine ad creatives, targeting, and bidding strategies. Use test results to continuously improve campaign conversion rates, reduce cost per acquisition, and enhance performance.

• **Market Analysis & Trend Monitoring:** Stay updated on digital marketing trends, tools, and industry developments, especially those related to mobile money services in Tanzania. Identify opportunities to enhance advertising effectiveness and user engagement.

How to Apply

• Send your resume & cover letter to the Link provided below, Include links to past successful campaigns (if available).

What we Offer

• Competitive salary + performance-based bonuses, Health insurance & additional benefits, Career growth & professional development opportunities, A dynamic and innovative work environment.

 **DEADLINE:**
17 FEB 2025 **CLICK THE LINK TO APPLY**

APPLY HERE

 azam Pesa *150*08 # FREELANCE

WE'RE HIRING

VIDEO CONTENT CREATIVE MANAGER

We are seeking a video content creative subcontractor to collaborate with us on video production projects for various digital platforms, such as social media, marketing campaigns, and branded content.

• **Qualifications:** A proven track record in video production, editing, and content creation with expertise in Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, or similar software. The ideal candidate should be proficient in operating professional cameras, lighting, and audio equipment, with strong storytelling, composition, and editing skills. Ability to work independently, meet deadlines, and communicate effectively is essential.

Responsibilities:

• **Video Production & Editing:** Plan, shoot, and edit high-quality video content tailored for marketing and social media. Ensure that all videos are engaging, polished, and align with brand objectives.

• **Creative Concept Development:** Work closely with the creative team to develop video concepts that enhance brand messaging and drive engagement. Ensure storytelling is compelling and visually appealing.

• **Platform Optimization:** Adapt and optimize video content for Instagram, TikTok, YouTube, Facebook, and other platforms. Ensure videos meet technical specifications and platform best practices.

• **Motion Graphics & Effects:** Incorporate motion graphics, animations, captions, and special effects to enhance content quality and increase viewer engagement.

• **Timely Delivery & Project Management:** Manage project timelines effectively, ensuring video projects are delivered within agreed deadlines without compromising quality.

How to Apply:

• Send your portfolio, resume, and rate card to the Link provided below.

What we Offer:

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