

THE UNITED REPUBLIC OF TANZANIA



PRESIDENT'S OFFICE PUBLIC SERVICE RECRUITMENT SECRETARIAT

Ref.Na.JA.9/259/01/B/149

06th April, 2025

VACANCY ANNOUNCEMENT

1.0 BACKGROUND INFORMATION

On behalf of the Director General of the Cereals and other Produce Regulatory Authority (COPRA), Public Service Recruitment Secretariat invites dynamic, proactive, experienced and suitable qualified Tanzanians to fill one (1) vacant post of the Head of Public Relations and Communication Unit.

2.0 CEREALS AND OTHER PRODUCE REGULATORY AUTHORITY (COPRA)

Cereals and other Produce Regulatory Authority (COPRA) was established under the Food Security Act CAP 249 which was amended through the Cereals and Other Produce Act CAP 274. According to this Law, Cereals includes Maize, Sorghum, Rice, Wheat, Oat, Millet and Barley while the other produce includes crops that have been announced in the government gazette dated 15th March 2025 and are categorized under the following categories; Horticultural crops, Legumes/Pulses, Roots & Tubers and Oilseeds and nuts. Under this Act, COPRA was established as a specialized regulatory body under the Ministry of Agriculture to oversee development of the cereals and other produce industry. Its establishment aimed to address the critical needs of the Agriculture Sector which includes, accessing reliable domestic and foreign markets for cereals and other produce that lack an effective and efficient management system. In this regards COPRA has been established to strengthen agricultural oversight, ensure food security, boosting market competitiveness by enhancing productivity, promote quality standards, and protect the interests of producers, consumers, and other stakeholders.

POST	HEAD OF PUBLIC RELATIONS AND COMMUNICATION UNIT
EMPLOYER	CEREALS AND OTHER PRODUCE REGULATORY AUTHORITY (COPRA)
REPORTS TO	THE DIRECTOR GENERAL
POSITION OVERVIEW	Head of Public Relations and Communication is responsible for developing and implementing strategic communication initiatives that enhance visibility, reputation and public engagement of COPRA. This involves overseeing media relations, stakeholder communication, corporate branding, crisis management and deployment of public education programs to promote authority's mandate in crop development, agriculture sustainability and food security in Tanzania. The role holder will act as the primary spokesperson for the organization and ensuring positive public perception across all media platforms.

WORK STATION	COPRA's Head of Public Relations and Communication Unit will be based at its Headquarter in Dodoma, Tanzania.
DUTIES AND RESPONSIBILITIES	<ul style="list-style-type: none"> (i) To develop and execute comprehensive communication and PR strategies aligned with the Authority's mission and objective.; (ii) To oversee internal and external communication to ensure consistency and effectiveness; (iii) To build and maintain relationships with journalists and media outlets, government agencies, farmer's & dealers associations/representation, buyers and all other international partners.; (iv) To create compelling content such as press releases, articles, blog posts, and social media updates to communicate the organization's key messages and initiatives; (v) To develop and implement crisis communication plan and manage reputational risks. (vi) To oversee the development of branding materials, corporate identity and promotional content; (vii) To manage the Authority's digital presence luding website content and social media platforms;

	<ul style="list-style-type: none"> (viii) To lead public awareness and behavioral change campaigns on crop development, adoption of good agronomical standards, adoption of agricultural policies and promotion of sustainability programs; (ix) To foster strong relationships with key stakeholders including policy makers, other government and private entities, farmers, relevant associations and representations and development partners; (x) To coordinate communication efforts for agricultural programs, training workshops and stakeholder forums; (xi) To advocate for policies that supports crop development and food security through strategic messaging; (xii) To supervise and guide the communications team to ensure high quality output and strategic alignment; (xiii) To manage budget for communication campaigns, media engagement and events; (xiv) To evaluate impact of communication strategies and adjust as needed. (xv) To conduct research to understand public sentiment, track trends, and gather data that can inform PR and communication strategies;
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QUALIFICATIONS	Holder of Master's Degree in one of the following fields: Public Relations, Journalism, Mass Communication, International Relations, Business Communication, Public Administration, Development Economics, or equivalent qualifications from recognized institutions.
WORK EXPERIENCE	Minimum of 8 years of Senior-level experience in the relevant field. Experience with modern social media channels communication management will be an added advantage.
SPECIFIC KNOWLEDGE AND EXPERIENCE	<ul style="list-style-type: none"> i. Knowledge, experience and a considerable degree of involvement in leading and mentoring a team of Public Relation / Communication professionals, delegating tasks effectively, and fostering a collaborative environment to execute complex organization campaigns; ii. Proven experience in developing comprehensive Public Relation strategies aligned with overall organizational objectives, including crisis

	<p>communication plans, and successfully implementing them across various platforms;</p> <p>iii. Proven ability to build strategic partnerships and engage diverse stakeholders (locally and internationally);</p> <p>iv. Proficiency in digital media, social media management and content development;</p> <p>v. Experience in marketing and/ or brand management (building institution reputation) will be an added advantage;</p> <p>vi. Has knowledge of the Agricultural Sector, especially in matters related to Cereals and other produce;</p> <p>vii. Has worked with both Public and Private Sector in various Public Relation events / campaigns;</p> <p>viii. Must have leadership qualities, resilience, a sense of urgency, and strong interpersonal and commitment to confronting issues;</p> <p>ix. Excellent writing and communication skills;</p> <p>x. Capacity to handle emotionally difficult and challenging situations with tact and diplomacy; and</p> <p>xi. Ability to work effectively as a team member, as well as alone.</p>
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<p>PERSONAL ATTRIBUTES</p>	<p>i. Strategic thinker – ability to develop and execute communication strategies</p> <p>ii. Strong Leadership Skills – Capable of leading a team, mentoring staff and managing multiple communication initiatives effectively;</p> <p>iii. Excellent communication skills;</p> <p>iv. Understanding of the Agricultural Sector;</p> <p>v. Stakeholder oriented - skilled in building and managing multiple and complex relationships;</p> <p>vi. Adaptability and problem solving – ability to navigate challenges, respond to crises effectively and adjust strategies in a fast changing environment.</p> <p>vii. High Integrity, honesty, truthfulness and loyalty;</p> <p>viii. Innovative and creative- ability to craft compelling messages, develop engaging campaigns and leverage digital media for outreach and advocacy.</p>
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REQUIRED COMPETENCIES	<p>Operational Management Skills: -</p> <ul style="list-style-type: none"> i. Exceptional leadership skills of people and finances with a proven capacity to perform multiple task such as an ability to strategically lead on resource mobilization activities. ii. A strong analytical mind and an ability to grasp the nature and direction of the Institution. iii. Demonstrated leadership skills, with a track record of effectively leading and motivating teams to achieve results. iv. Excellent communication, negotiation, and interpersonal skills, with the ability to engage and influence diverse stakeholders. v. Proven experience in strategic planning, program management, and resource mobilization; and vi. Knowledge of financial management, budgeting, and monitoring and evaluation processes. <p>Advocacy and Representation Skills: -</p> <ul style="list-style-type: none"> i. Public-speaking and influencing skills. ii. Presence, gravitas, humility and empathy in dealings with partners from a variety of backgrounds;
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AGE LIMIT	Not more than 45 years except for those who are in Public Service.
TERMS OF EMPLOYMENT	Permanent and Pensionable
REMUNERATION/SALARY SCALE	The Salaries, benefits and remuneration of the Head of Public Relations and Communication shall be paid in accordance with COPRA's approved Scheme of Service and other Public Service circulars issued by the Government from time to time.
APPLICATION TIME LINE	fourteen days (14) days from the date of the advertisement.

3.0 GENERAL CONDITIONS

- i. All applicants must be Tanzanian citizen.
- ii. Applicants must attach an up-to-date Curriculum Vitae (CV) having reliable contacts; postal address/post code, e-mail and telephone numbers.
- iii. **People with disabilities are highly encouraged to apply and should indicate clearly in the portal for Public Service Recruitment Secretariat attention;**
- iv. Applicants should apply on the strength of the information given in this advertisement.
- v. Applicants must attach their certified copies of the following certificates: -
 - Postgraduate/Degree/Advanced Diploma/Diploma/Certificates;
 - Postgraduate/Degree/Advanced Diploma/Diploma transcripts;
 - Form IV and Form VI National Examination Certificates;
 - **Professional Registration and Training Certificates from respective Registration or Regulatory Bodies, (where applicable); and**
 - Birth certificate.
- vi. Attaching copies of the following certificates is strictly not accepted: -
 - Form IV and Form VI results slips; and
 - Testimonials and Partial transcripts.
- vii. An applicant must upload a recent Passport Size Photo in the Recruitment Portal.
- viii. An applicant employed in the Public Service should route his /her application letter through his / her respective employer.
- ix. An applicant who is retired from the Public Service for whatever reason should not apply.
- x. An applicant should indicate three reputable referees with their reliable contacts.
- xi. Certificates from foreign examination bodies for Ordinary or Advanced level education should be verified by The National Examination Council of Tanzania (NECTA).
- xii. Professional certificates from foreign Universities and other training institutions should be verified by The Tanzania Commission for Universities (TCU) and National Council for Technical Education (NACTE).
- xiii. A signed application letter should be written either in Swahili or English and Addressed to Secretary, Presidents Office, Public Service Recruitment Secretariat,
P.O. Box 2320, Utumishi Building-University of Dodoma and Dr. Asha Rose Migiros Buildings - Dodoma.
- xiv. Deadline for application is **20 April, 2025;**

- xv. Only shortlisted candidates will be informed the date of interview; and
- xvi. Presentation of forged certificates and other information will necessitate legal action;

NOTE: *All applications must be sent through Recruitment Portal by using the following address; <http://portal.ajira.go.tz/> and not otherwise (This address also can be found at PSRS Website, Click 'Recruitment Portal')*

Released by:

**SECRETARY
PUBLIC SERVICE RECRUITMENT SECRETARIAT**

