



Tanzania Marketing and Communications (T-MARC) Company

Consultancy Opportunity

Development of the T-MARC Company Public Relations and Communications Strategy

About T-MARC Company Ltd.

The Tanzania Marketing and Communications (T-MARC) Company Ltd. is an independent, Tanzanian-led and controlled organization dedicated to improving the health status of Tanzanian families. T-MARC employs a dynamic approach, bringing together public and private stakeholders in order to develop and expand consumer markets for a broad range of health products and promote behaviour change that will improve public health. These products and campaigns contribute to a demonstrable health impact in the areas of HIV / AIDS, reproductive health, child survival and infectious diseases and are specifically targeted at vulnerable, at-risk and low-income audiences.

Consultancy Description

T-MARC is now seeking to engage a Public Relations and Communications Consultant to provide technical assistance to T-MARC Company's Management in developing Public Relations strategy and development and dissemination of communications materials, reports and research findings. It is essential that these documents and materials present a good organizational image and maintain uniformity. Additionally, the consultant will seek and design opportunities and events to positively present T-MARC Company to stakeholders and the public.

Objectives and Outcomes:

Objective 1:

Quality Control for External Documents

- Proofread Company documents before printing or releasing and correct spelling and grammatical errors.
- Assure all documents and presentations that are distributed externally- including research reports, studies, progress reports, power point presentations, official letters and correspondences- are of the highest standard of quality and adhere to the T-MARC format in the Company Style Guide and, if needed, adhere to the donor branding requirements
- Communicate with authors to resolve problems, make revisions and facilitate production.

- Ensure documents have been check-listed for quality control before they are released externally.
- Maintain an in-house library of materials, resources and publications

Objective 2:

Preparation of Quarterly Newsletter

- Layout quarterly newsletter.
- Follow the newsletter production schedule and release a T-MARC newsletter on the first day of every quarter to reflect the accomplishments of the previous quarter.
- Identify newsworthy T-MARC projects or events for the newsletter and write articles on them using information from the appropriate staff members.

Format newsletter to adhere to the T-MARC style and branding requirements

Objective 3:

Preparation of news and updates to Website

- Manage, create and update website content regularly to assure that the website audience can access relevant and timely information.
Create and maintain website content, liaising with other staff to regularly update all project and other information.
- Monitor web statistics and trends and create monthly reports to reflect the information

Objective 4:

Quality Control of Organizational Image and Branding

- Ensure that quality standards and T-MARC branding and organizational image are maintained when work is outsourced to T-MARC vendors.
- Support other staff in applying the Company style guide to their work.
- Ensure that all T-MARC materials produced with donor funds are appropriately branded according to the donor branding guidelines.

Objective 5:

Development of Promotional and Other Materials

- Produce and design effective and consistent print and web media as required.
- Oversee design and production of all T-MARC Corporate identity materials.
- Assist T-MARC marketing, communications and MER departments assess quality of outsourced artwork and design of materials used for program activities.
- For speeches and oral presentations, assist T-MARC staff develop messages and content that are appropriate to the audience and the event.

Objective 6:

1. Develop and Nurture Media Relations

- Maintain a database of journalists and media contacts.
- Prepare press releases and press kits about T-MARC Company activities.
- Write and disseminate press releases and announcements.
- Invite press and media to relevant T-MARC events and functions and provide them with needed materials and interviews.
- Review press coverage of T-MARC and maintain files on coverage.
- Respond when needed to any negative or inaccurate press coverage of T-MARC.

Objective 7:

Strategically Seek and Develop Opportunities and Events for Positive Exposure

- Organize special events (i.e., conferences, breakfasts, launches, presentations) that will highlight T-MARC achievements and/or develop strategic external relations

Deliverables

The consultant will provided the following reports as an output of the said task:

- A full report of the T-MARC Company Public Relation Strategy and clear execution pattern of the strategy
- Quarterly news letter
- Periodic updates to the T-MARC Company website
- Quality control on the organization image and branding
- Development of T-MARC Company promotion materials
- Develop and nurture media relations
- Strategically develop opportunities and events for positive exposure of the T-MARC Company

Duration of Consultancy:

88 days

Interested?

If you are confident that you meet or exceed the required experience and skill level send your application letter and CV with a day time telephone number and email address for contact if you are short listed. The deadline for submission of the application letters is 15 May 2010 and dates for interviews will be communicated to short listed applicants soon thereafter. Your application letter and CV should be sent to:

The Managing Director
Tanzania Marketing and Communications Company Ltd.
Plot # 383 Ndovu/Garden Road, Mikocheni B
P.O. Box 63226
Dar es Salaam, Tanzania
Fax: +255222700773
Email: tmarc@tmarc.or.tz