

VACANCY

MWANANCHI COMMUNICATIONS LIMITED



Mwananchi Communications Limited (MCL), a subsidiary of Nation Media Group (NMG), is Tanzania's largest independent news network with an award-winning presence in print and digital media, and exciting new ventures in innovation and events ecosystems. We are publishers of leading national news brands Mwananchi, The Citizen and Mwanaspoti in print and digital formats, and proprietors of the Mwananchi Digital suite of products and Nation ePaper and EGazeti web platforms. We are audience-led, market-driven with a clear mission to empower the nation. We are looking for a motivated and highly experienced individual to fill the position of:

1. COMMERCIAL EVENTS MANAGER

Job Purpose:

Responsible for delivering profitable events that align with MCL's strategic & revenue goals. You will create and manage existing and new event concepts from start to finish, focusing on ideation, sales and delivery. You will generate ideas, get stakeholder buy-in, sell to sponsors & partners and execute high-impact formats such as thought-leadership forums, expos / exhibitions, summits and festivals. You will secure sponsorships and strategic partnerships, working hand-in hand with both an in-house sales team, and external sales representatives. You will secure internal buy in for new event concepts, and guide your colleagues to execute. You will manage all logistics, and ensure every MCL event is successful, and delivers value for participants, sponsors and audiences. You will lead event innovation, ensure seamless execution, and enhance MCL's brand visibility, working closely with sales & marketing to create iconic experiences that engage audiences, grow business & generate revenue.

Main Responsibilities:

The successful candidates will be responsible for the following key result areas:

1. Partnerships, Sales & Sponsorship Development

- o Identify and build relationships with potential sponsors, partners, and stakeholders.
- o Develop a sales pipeline tailored to each specific event, and work with in-house & external sales teams to secure sales.
- o Develop sponsorship proposals and negotiate contracts, with the tacit goal of maximizing revenue for MCL.
- o Ensure partnership deliverables are met before, during, and after events.

2. Sales, Expansion & Management

- o Grow our ability to ideate faster, and deliver multiple events at a go, by quickly & innovatively building a sales team.
- o Train, guide and empower MCL's current sales people to quickly generate concepts & successfully sell new events.
- o Champion mindset shifts & positive behavior change within MCL's sales function, and within the broader MCL corporate body.
- o Evangelize on the importance of events as a key part of MCL's revenue diversification & transformation strategy.

3. Event Planning & Management

- o Develop and execute event concepts, plans, and timelines.
- o Pitch events concepts in-house to secure critical stakeholder support.
- o Manage event logistics, including venue, permits, vendors and on-site coordination.
- o Ensure smooth event execution by managing budgets, schedules, and staff assignments.
- o Create and implement contingency plans for potential event challenges.

4. Stakeholder Engagement & Collaboration

- o Collaborate with internal teams, including marketing, communications, and editorial teams, to align event goals with the company's mission.
- o Maintain strong relationships with industry leaders, vendors, and community partners.

5. Budget & Financial Management

- o Prepare and manage event budgets, ensuring cost-effective use of resources.
- o Monitor expenses and provide detailed post-event financial reports.

6. Event Reporting & Evaluation

- o Conduct post-event evaluations to measure success and identify areas for improvement.
- o Prepare comprehensive event reports, including attendance data, feedback, and impact assessment.
- o Use data & digital tools to show the reach and impact of MCL's events beyond its own media network.

7. Compliance & Risk Management

- o Ensure all MCL events comply with legal, safety, and health regulations.

- o Mitigate risks by conducting site inspections and enforcing safety protocols.

As a revenue-driving role, the candidate is expected at a minimum, to achieve all agreed-upon sales, collection, customer service & impact reporting targets as follows:

- Sales: Attain 100% of your monthly and quarterly sales goals.
- Collection: Collect 100% of any outstanding debt.
- Customer service: Resolve all complaints within 24 hours.
- Impact reporting: Deliver impact reports within 14 days of each landmark event.

Minimum Skills & Experience

- 7 years of experience managing & selling commercial events end-to-end (4 of which should be in leadership)
- Demonstrable expertise launching highly-profitable commercial or revenue-focused events & experiences.
- Expertise leveraging both paid & earned legacy & digital media to amplify event messaging, reach and engagement.
- Broad knowledge of event tech, including digital tools for consumer intel, managing audiences & measuring impact.
- Strong organizational, analytical, project management, communications, negotiation and presentation skills.
- Demonstrable ability to develop & manage sales professionals, and using data to make informed decisions.
- A Bachelor's Degree in any field.

Preferred Skills & Qualifications

- Prior experience in a fast-paced, high-growth environment (this is a very high-pressure role).
- Relevant post-graduate qualifications or Master's degree: MBA, MSc, MCom, MA or equivalent.
- Expertise with:
 - o Visualizers (Canva, Keynote, PowerPoint)
 - o Data editors (Excel, DataWrapper)
 - o Digital analytics (SEMrush, Keyhole)
 - o Consumer intelligence (Meltwater).

MODE OF APPLICATION:

Interested and qualified candidates should apply online via our career portal <https://careers.mcl.co.tz> OR hrm@tz.nationmedia.com by January 3, 2025.

All Applications should be in PDF format.

Women are highly encourage to apply.

MCL is an equal opportunity employer.

OUR
BRANDS

MWANANCHI
"Kikiri Totautu"

MWANA
SPOTI
"KATA KUU YA MICHONO NA KUBIDHANI"

THE
CITIZEN
"It's the content that counts"

MWANANCHI
DIGITAL

MWANANCHI
COURIER
SERVICE

Habarihub
The Digital Journalism Innovation Ecosystem

MWANANCHI
EVENTS