



VACANCIES

The Eastern and Southern African Management Institute (ESAMI) is a leading provider of high-quality management training, research, and consultancy services worldwide. With a footprint in 52 countries in Africa and service outreach expanding to New Delhi, UAE, Istanbul, Kuala Lumpur and Singapore, the Institute is re-imagining and redefining the future workforce.

ESAMI seeks the services of a suitably qualified person to fill the following internship positions:

MARKETING OFFICER INTERN, ESAMI Dodoma Office - Tanzania

To manage ESAMI's new office in Dodoma and drive sustainable business growth by promoting the Institute's programmes and services, identifying and pursuing market opportunities, building strong relationships with government institutions and other key stakeholders, and developing a viable client pipeline.

The Marketing Officer Intern will also coordinate the office's day-to-day operations, support programme delivery, strengthen ESAMI's visibility and market presence, and contribute to achieving agreed revenue and client acquisition targets in Dodoma, Tanzania. The successful candidate will initially undertake an internship at either ESAMI Headquarters or the ESAMI Dar es Salaam Office before being deployed to Dodoma.

Duties and Responsibilities

1. Office Management

- Manage the office's day-to-day activities under the direction and supervision of the Country Manager.
- Maintain effective physical and electronic filing systems for client, marketing, programme and administrative records.
- Maintain accurate records of office assets, equipment, supplies and promotional materials.

2. Business Development and Revenue Growth

- Identify and pursue potential business opportunities for ESAMI's executive training, academic, consultancy, research and institutional development services.

- Develop and maintain a comprehensive database of prospective clients and institutions within Dodoma.
- Build a strong sales pipeline and regularly follow up on leads, enquiries, proposals and potential institutional engagements.
- Promote ESAMI's programmes and services to ministries, departments, agencies, local government authorities, public institutions, development partners, private organisations and other prospective clients.
- Conduct direct marketing activities, including institutional visits, telephone calls, email campaigns, presentations and distribution of promotional materials.
- Contribute towards the achievement of agreed revenue, enrolment, client acquisition and Conduct market research to identify emerging trends, training needs, client preferences and potential business opportunities.
- Gather information on government priorities, institutional capacity-building requirements and planned programmes that may present opportunities for ESAMI.
- Monitor competitor activities, programmes, pricing, promotional approaches and market positioning.
- Prepare market intelligence reports and provide recommendations to the Country Manager.
- Prepare weekly, monthly and quarterly reports on marketing activities, client engagements, business leads, programme enrolments and office operations.

3. Marketing, Promotion and Brand Visibility

- Support the implementation of ESAMI's marketing plans, campaigns and promotional initiatives in Dodoma.
- Promote ESAMI's programmes through approved digital platforms, email communications, institutional visits and stakeholder networks.
- Coordinate the distribution and display of brochures, flyers, banners and other approved marketing materials.

4. Client Relationship Management and Stakeholder Engagement

- Respond promptly and professionally to enquiries concerning ESAMI's programmes and services.
- Provide prospective participants and institutional clients with accurate and up-to-date programme information.
- Maintain regular contact with prospective clients and follow up on enquiries until they are converted, concluded or formally closed.
- Establish and maintain positive relationships with existing clients, participants, partners and other stakeholders.
- Conduct regular client visits and follow-up meetings to understand their needs and identify further business opportunities.
- Support the development of productive relationships with government ministries, departments, agencies and local government authorities located in Dodoma.

5. Programme and Event Coordination

- Support the planning and delivery of ESAMI programmes conducted in Dodoma and nearby locations.
- Coordinate programme logistics, including venues, accommodation, participant registration, training materials, equipment and refreshments.
- Maintain accurate participant lists and attendance records.
- Provide administrative and logistical support to facilitators, consultants and participants during programme delivery.
- Collect participant evaluations and prepare summaries of feedback received.

Competencies and Skills

- Good written and verbal communication skills.
- Digital and social media awareness.
- Basic market research and analytical skills.
- Customer service and relationship-building skills.
- Good planning, coordination, and organizational ability.
- Proficiency in Microsoft Office applications and ability to work with databases.
- Creativity, initiative, and willingness to learn.
- Attention to detail and ability to work effectively in a team.

Qualifications and experience

- Bachelor's degree in Economics, Business Administration, Marketing, Communications, Public Relations, or a related discipline. *Only those with a First Class and Upper Second Class will be considered.*
- Knowledge of digital marketing, social media, market research, and database management is desirable.
- Previous internship, volunteering, or practical exposure to marketing, events, customer service, or communications would be an added advantage.

How to Apply:

Interested candidates are invited to submit the following:

1. Current CV or resume.
2. A cover letter outlining their interest in the position and how they meet the qualifications.
3. A copy of their academic certificates and transcripts.
4. Copies of other testimonials

Applications be submitted through email: jobs@esami-africa.org.

Only applications received through the above email will be considered

Closing Date: 19 September 2026