



# Haydom Lutheran Hospital

ELCT Mbulu Diocese

26/01/2024

## **JOB VACANCE ANNOUNCEMENT PUBLIC RELATION AND COMMUNICATION SPECIALIST**

Haydom Lutheran Hospital (HLH) was first opened officially 1955 with only 50 beds. It was built and run by Norwegian Lutheran Mission (Norway), until after independence. In 1963 it was handed over to the Evangelical Lutheran Church of Tanzania (ELCT), Mbulu Diocese. In the year 2010 the Government of Tanzania, through the Official government gazette, public Notice number 828 of 12, November 2010, upgraded HLH to become a Regional Referral Hospital for Manyara, Region.

HLH manage and implement safer birth bundle of care (SBBC) in the five regions of Tanzania. The Hospital is seeking for a PR and communication specialist. The PR and Communication Specialist works closely with SBBC team, and others across the Impact & Implementation team to develop dynamic and engaging communication materials (both digital and print). This position will develop high-quality external communication which strengthens the SBBC/HLH brand and builds interest around our partnerships and impact, and internal communication to raise awareness and pride across the SBBC in HLH activities.

**POST TITLE: PR AND COMMUNICATION SPECIALIST**

**TERMS OF CONTRACT:** One-year renewable contract

**DUTY POST: HAYDOM LUTHERAN HOSPITAL**

- The position is 50% travelling

Haydom Lutheran Hospital  
P.O. Box 9000 - Mbulu  
TANZANIA



## RESPONSIBILITIES

- *External Communication:* Develop clear, engaging communication through news stories and social media consistent with the SBBC and HLH voice. Explore new platforms and mediums including webinars and newsletters.
- *Storytelling around Impact & Partnership:* Creating visual and engaging content which communicates our key partnerships and contributions within maternal and newborn health. This includes translation of data and research into simple messages and graphics.
- *Improved Analytics & Communication Strategy:* Developing monthly reports on analytics from social media and other communication campaigns. Identify clear lessons and recommendations for future external communications.
- *Asset Management:* Identify gaps in marketing and communication assets, including templates, and execute a plan to capture photos and videos, including systematized editing, tagging, and storage.
- *Website Content:* Development of content on Laerdal Global Health, Haydom Lutheran Hospital and shared websites, with a focus on news stories and development of landing pages for important programs and projects.
- *SBBC/HLH Newsletters:* Identification of a GDPR compliant system and development of semi-regular newsletters for announcements and product launches.
- *Communication with different government authorities:* Manage do communicate with different government officials on issues related to SBBC
- *Review reports:* Conduct review of quarterly, semiannual and annual report that will be developed by the technical team

## QUALIFICATION AND KEY COMPETENCIES REQUIRED

- The applicants shall be a holder of Bachelor's degree in mass communication or related field.
- Professional experience in communication, brand management and/or marketing.
- A good understanding of copywriting, with the ability to articulate complex ideas and strategies in written form.
- Experience with social media communication and campaigning.
- Experience in planning or executing small video productions for launches or documentation of field work.

## RENUMERATION

An attractive and competitive remuneration packages will be offered to successful candidates as per HLH policy





### **EQUAL OPPORTUNITY**

HLH is an equal opportunity employer. We prohibit intentional biases or discrimination and harassment of any kind at the workplace and during recruitment. All employment decisions are based solely on job requirements and individual qualifications and our recruitment process is governed by the labor laws of Tanzania.

### **MODE OF APPLICATION**

All candidate who meets the above job requirements should send their application letters along with their detailed CVs showing contact addresses, including email, telephone/cellphone numbers and certified copies of academic, professional certificate to the address below;

All applicants shall have national identification number (NIDA)

All emails application subject line should include the name of the position ie **PUBLIC RELATION AND COMMUNICATION SPECIALIST**.

Only shortlisted applicants will be contacted for interview

**MANAGING MEDICAL DIRECTOR**

**HAYDOM LUTHERAN HOSPITAL**

**P.O.BOX 9000,**

**HAYDOM – MBULU**

**MANYARA**

[post@haydom.co.tz](mailto:post@haydom.co.tz)

The **deadline** for receiving application is **03:30pm on 15 February, 2024**

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