

Content & Social Media Officer, Busara Promotions			
Job details			
Job Title: Content & Social Media Officer	Report to: Marketing & Communications Manager		
Location: Zanzibar, Full time, on site	Organization: Busara Promotions		
Works closely with: Partnerships & Sales Manager, Programs Team, External creatives.			
Busara Promotions			
<p>Busara Promotions is a non-profit NGO, registered in Zanzibar since 2003, dedicated to building skills and providing professional opportunities in the East African music industry, while fostering regional and international exchange. We are seeking motivated and skilled professionals to join our core team in Zanzibar and contribute to the growth of our flagship platforms, Sauti za Busara and FuTopia Festival.</p>			
Job summary			
<p>Content & Social Media Officer is responsible for executing day-to-day content production and visual communication across Busara Promotions platforms, including Sauti za Busara and FuTopia Festival. The role involves managing, creating and publishing content, designing visual materials, and supporting campaign execution across digital and print formats. It combines social media management, graphic design, and basic video editing, ensuring consistent and high-quality output, and operates under the direction of the Marketing & Communications Manager.</p>			
Key Responsibilities			
<p>1. Social Media Management</p> <ul style="list-style-type: none"> • Manage daily social media activity across platforms (Instagram, Facebook, LinkedIn etc.) • Schedule and publish posts, stories, and campaign content • Write captions aligned with campaign messaging • Monitor engagement and respond where appropriate • Gather metrics and report to Marketing & Comms manager 			
<p>2. Content Creation & Execution</p> <ul style="list-style-type: none"> • Create visual and written content for: <ul style="list-style-type: none"> ○ Campaigns ○ Artist announcements ○ Partner visibility ○ Event updates • Adapt existing content into multiple formats (posts, reels, stories) • Support real-time content needs during events 			
<p>3. Graphic Design</p> <ul style="list-style-type: none"> • Design visual materials including: <ul style="list-style-type: none"> ○ Social media graphics ○ Posters and digital assets ○ Festival programme layouts ○ Reports and presentation materials 			
<table border="0" style="width: 100%;"> <tr> <td style="width: 60%; vertical-align: top;"> Busara Promotions PO Box 3635 Zanzibar, Tanzania busara@busara.or.tz </td> <td style="width: 40%; vertical-align: top; text-align: right;"> +255 242 232 423 +255 773 822 294 www.busaramusic.org </td> </tr> </table>		Busara Promotions PO Box 3635 Zanzibar, Tanzania busara@busara.or.tz	+255 242 232 423 +255 773 822 294 www.busaramusic.org
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- Ensure consistency with brand identity and templates
- Prepare files for both digital and print use

4. Video & Reel Editing

- Edit short-form video content (Reels, TikTok-style, recap clips)
- Cut and adapt footage for social media use
- Support creation of promotional and recap content

5. Campaign Support

- Work closely with the Marketing & Communications Manager to execute campaigns
- Deliver content according to timelines and content plans
- Support rollout of announcements and key campaign moments

6. Asset Management

- Organise and maintain a structured library of:
 - Photos
 - Videos
 - Design files
- Ensure assets are properly labelled and accessible

Required Qualifications & Experience

- 1–3 years of experience in:
 - Social media management
 - Graphic design
 - Content creation
- Proven ability to produce visual content and manage social platforms

Core Skills & Competencies

Design & Creative Skills

- Strong skills in:
 - Adobe Photoshop
 - Adobe Illustrator
- Basic layout skills for:
 - Reports
 - Programmes
- Good visual sense (composition, typography, consistency)

Video Editing

- Basic to intermediate skills in:
 - Premiere Pro / CapCut / similar tools
- Ability to create engaging short-form video content

Social Media Execution

- Understanding of:
 - Instagram & Facebook formats
 - Content scheduling
 - Engagement basics

Organisation & Reliability

- Ability to manage multiple tasks and deadlines
- Attention to detail
- Consistent and reliable output

Communication & Teamwork

- Ability to follow direction and feedback
- Good coordination with team members
- Willingness to adapt in fast-paced environments

Desirable Attributes

- Interest in music, culture, and events
- Experience working in festivals or creative industries
- Basic photography or content capture skills
- Familiarity with Zanzibar / East African audience

What Success Looks Like in This Role

- Consistent, high-quality content across all platforms
- Strong visual identity maintained across outputs
- Timely delivery of all design and content tasks
- Effective support of marketing campaigns
- Well-organised and accessible content library

Working Environment

- Fast-paced, deadline-driven environment (especially during festival periods)
- Hands-on role with high output expectations
- Collaborative team working across multiple projects

Working Approach & Team Culture

Busara Promotions is built on a strong sense of collaboration, shared purpose, and collective energy. While each role has clear responsibilities, our work—especially during the lead-up to and delivery of our festivals—relies on everyone stepping in, supporting one another, and going beyond their defined scope when needed. Festival environments are dynamic, fast-paced, and at times unpredictable, and success comes from a team that is flexible, committed, and fully invested. We value people who bring a positive attitude, take initiative, and contribute to a strong team spirit where everyone works together to make the event happen