

Visual Communications Officer, Busara Promotions	
Job details	
Job Title: Visual Communications Officer	Report to: Marketing & Communications Manager
Location: Zanzibar, On site	Organization: Busara Promotions
Works closely with: Programs Team, External creatives.	
Busara Promotions	
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.	
Job summary	
The Visual Communications Officer is responsible for turning ideas, campaigns and stories into strong visual content across our digital platforms, events and other communication channels. We are looking for someone who understands that good visual communication is more than making things look good. You should be able to understand a message, develop a creative direction and produce content that connects with the audience. You will work closely with the Marketing & Communications Manager and wider team to develop content for social media, campaigns, festivals, events, websites and other brand communications.	
Key Responsibilities	
1. Social Media Content • Support the day-to-day creation and publishing of social media content. • Develop creative captions and copy for social media when required. • Help plan and organise content calendars. • Identify creative ways to make our content more engaging and relevant to our audiences. • Stay aware of current social media formats, trends and visual styles. 2. Visual Content & Design • Create engaging graphics and visual content for social media, websites, campaigns and events. • Develop social media assets including posts, stories, reels covers, digital ads and promotional materials. • Maintain consistency across all visual communications and ensure content follows brand guidelines. • Adapt creative concepts into different formats and platforms.	

- Support the development of campaign visuals from concept to final execution.

3. Events & Festival Content

- Create promotional and on-site visual content for festivals, events and activations.
- Support real-time content production during events when required.
- Capture and develop visual stories around artists, audiences, activities, partners and experiences.
- Work with photographers, videographers and other creatives to ensure content is delivered on time.

4. Campaign Support

- Translate campaign ideas and marketing objectives into creative visual concepts.
- Produce materials for digital campaigns, print, partnerships, PR and other communications.
- Support the Marketing & Communications Manager in developing creative concepts and campaign assets.

What We're Looking For

- Strong skills in graphic design and visual communication.
- Good understanding of social media content and digital platforms.
- Strong creative thinking and an eye for detail.
- Ability to turn a brief into an engaging visual concept.
- Good understanding of typography, layout, composition and branding.
- Ability to work quickly and meet deadlines, particularly in an events environment.
- Good writing and communication skills.
- Comfortable working independently while also collaborating with a wider team.
- Interest in music, culture, arts, festivals and creative industries is an advantage.

Technical Skills

Experience with tools such as:

- Adobe Creative Suite, Photoshop, Illustrator, InDesign
- Canva
- Premiere Pro, After Effects or CapCut is an advantage
- Social media management platforms
- Basic photography and/or videography is an advantage

The Ideal Candidate

We're looking for someone creative, curious, proactive and hands-on.

You don't need to be an expert in everything. What matters is that you have a strong visual eye, understand audiences and know how to turn an idea into content people want to see and engage with.

You should be comfortable working in a fast-moving creative environment where priorities can change quickly, especially around festivals and events.

Most importantly, we want someone who brings ideas, not just execution.

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