



Terms of Reference for

Lead Advisor

The Mayors Award Scheme in Tanzania

A European Union funded project being implemented by the Association of Local Authorities in Tanzania and United Cities and Local Governments of Africa

Job Title:	Lead Advisor	
Duty Station:	Tanzania	
Responsible to:	Mayors Award Scheme Management Board	
Reporting through:	Mayors Award Scheme Steering Committee	
Contract Duration	40 days (Spread over a period of 5 months)	
Remuneration	Daily Rate	Amount: 400

United Cities and Local Governments of Africa (UCLG Africa) is, in conjunction with Association of Local Authorities in Tanzania (ALAT) and with support of the EU, implementing the 3rd edition of the Mayors Award Scheme in Tanzania.

A full-time Project Coordinator is being sought for hire, to manage implementation of the 666, 637 Euro project, that will be running for 18 months, effective 1st September 2018.

Background

The Mayors Award Scheme (MAS) is a United Cities and Local Governments of Africa (UCLG Africa) flagship brand to celebrate the performance of local governments and local service delivery to the citizens in Africa. The MAS was for the first time implemented in Tanzania, in 2015, through a joint effort of the Association of Local Authorities of Tanzania (ALAT) and UCLG Africa. Its implementation is guided by a memorandum of understanding signed between the two parties.

The main goal of the MAS is to identify and acknowledge, every year, role models in local leadership in terms of promoting effective service delivery, local economic development and good governance at subnational levels in Tanzania and thus, contributing to the promotion a performance-based, service delivery-oriented, citizen-centred local governance system that favour the emergence and consolidation of accountable, participatory and inclusive local governments in the country.

The lead applicant and implementer of the MAS project is UCLG Africa, the Pan African organisation that represents the voice of local governments in Africa. The implementation is being done in conjunction with ALAT, which brings together all local authorities in Tanzania.

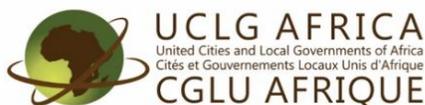
Tasks and responsibilities of the Lead Advisor

- i. Develop and ensure deployment of the Marketing strategies and tools
- ii. Spearhead the sponsorship and marketing campaign
- iii. Develop and manage the MAS voting platform and oversee implementation of the public SMS voting campaign
- iv. Advise on the hiring and deployment of the and MAS marketing team
- v. Train, supervise and work with the marketing teams
- vi. In conjunction with the Professional Conference Organiser;
 - a. organise and fundraise for all events of the MAS
 - b. implement the sponsorship campaign, prepare and organize the MAS Business Exhibition, as well as the MAS attribution official Gala Dinner
- vii. Report to and routinely advise the MAS steering Committee on progress of the fundraising and partnerships drive

The position requires work of a conceptual, analytical and advisory nature at the higher professional level related to partnership mobilisation, branding and marketing of the product and research work that require substantive innovation and may involve some functions that are supervisory in nature to oversee project activities. Qualifications at this level include a university degree and relevant past professional engagement commensurate with the advertised tasks, and in any case, of not less than 7 years of work experience.

Required experience and educational background:

- Proven ability to coordinate and lead successful teams, with focus on product publicity and securing of partnerships.
- In depth knowledge of branding and marketing and comprehensive understanding of resource mobilisation and necessary field experience in public-private partnerships.
- Experience in managing exhibitions related to the concept of recognition and reward schemes.
- Ability to conceptualise, visualise and write strategy documents.
- Excellent written and oral communication skills with Imagination and creativity
- Good interpersonal and negotiation skills, organisational ability and time management
- Ability to multitask with attention to detail and ability to work effectively under pressure
- Ability to cope with pressure and tight deadlines and Willingness to work unsociable hours
- Strong ability to communicate in English and Swahili;
- Proven ability to collaborate well and to deliver work in a timely manner.
- Geographical knowledge Tanzania will be of added advantage.



Submission of Application

Please submit to the following address, your hand written application letter along with

- an update curriculum vitae;
- recent passport photograph;
- motivational letter (Not more than 1 page);
- copies of educational certificates and
- copies of proof of work/engagement experience

The Secretary General

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Dodoma, Tanzania

Please note that the application letter, curriculum vitae; motivational letter should be written in English.

