



## ADVERTISEMENT

### **Position Title: Communication and Market Intelligence**

**Reports to:** Project Coordinator/Executive Director

**Duty Station:** EABC Secretariat, Arusha, Tanzania

### **1. Background**

The East African Business Council (EABC) is the regional apex body of private sector associations and corporates from the eight East African countries. Established in 1997, it fosters the interests of the private sector in the integration process of the East African Community (EAC). EABC's vision is a borderless East Africa for business and investment that delivers social and economic prosperity. Its mission is to advocate for a conducive business environment and promote sustainable private sector-driven growth in the EAC region.

EABC has 'Observer Status' in EAC policy formulation and decision-making processes. It is also recognized as a champion of regional private sector interests within the EAC Consultative Dialogue Framework and participates in the EAC-EABC Technical Working Group (TWG) on regional policy priorities impacting the private sector in the EAC. EABC is implementing several programmes and project in partnership with GIZ, AGRA and The East African Business Council (EABC), in partnership with the African Development Bank (AfDB).

To support the effective implementation EABC activities, programmes and projects, EABC is recruiting a qualified Communication and Market Intelligence.

### **2. Roles and Responsibilities**

The Communication and Market Intelligence will support EABC communication, market intelligence, advocacy, business development services, membership engagement, and stakeholder coordination to ensure effective implementation and visibility. Responsibilities include:

- Develop and implement the EABC's and Project specific communication and visibility plans.

- Coordinate communication, publicity, and market intelligence activities across project components, membership and policy advocacy activities
- Collect, organize, and prepare content and materials for digital platforms, trainings, campaigns, and events.
- Develop and disseminate newsletters, press releases, blogs, policy briefs, advocacy materials, and fact sheets.
- Coordination of media interviews, conferences, and journalist outreach.
- Maintain ongoing communication members, and stakeholders on trade and investment updates.
- Lead communication monitoring, tracking, and reporting on stakeholder feedback.
- Develop concept notes on EABC's flagship events
- Organize trainings and public-private dialogues
- Prepare reports and documentation of key events meeting/workshops.
- Roll out Business Development Services by coordinating capacity-building activities, facilitating member engagement, and assisting in the promotion of member services and benefits.
- Lead membership engagement, recruitment, retention and value adding services
- Report and Perform any other duties as assigned by the Executive Director or Project Coordinator.

### 3. Placement and Timeline of Assignment

The **Communication and Market Intelligence** will be based at the EABC Headquarters in Arusha, Tanzania.

### 4. Qualifications and Experience

- Master's Degree in Communication Studies, Economics, International Relations, Marketing, or related field.
- Minimum of **four (4)** years of progressive experience in communications, business development, event management, or related areas.
- Proven expertise in using CRM platforms, designing communication materials, and managing campaigns and digital platforms (websites and social media).
- Strong familiarity with economic and business issues, trade analysis, and market intelligence systems.
- Experience working on private sector development projects is highly desirable.
- Excellent verbal, written, and interpersonal communication skills.
- Strong organizational, planning, and computer skills, including proficiency in Microsoft Office and social media tools.
- Fluency in English (written and spoken) is required; knowledge of French and Kiswahili is an added advantage.

## 5. Eligibility Criteria

Applicants must meet the following minimum requirements:

- Bachelor Degree in Communication Studies, Economics, International Relations, Marketing, or related field.
- Minimum of four (4) years progressive experience in communications, business development, event management, or related areas.
- Strong familiarity with economic and business issues, trade analysis, and market intelligence systems
- Experience working on private sector development projects.
- Citizen of an EAC Partner State
- **Language:** Fluency in English (written and spoken) is required. Knowledge of French and Kiswahili is an added advantage.

## 6. Application Process

Interested candidates should submit the following by 15<sup>th</sup> September 2025, by 5:00 p.m. (EAT)

- An application letter detailing how they meet the qualifications.
- A detailed CV including three referees.
- Academic and professional certificates.

Applications should be addressed to:

### **The Executive Director**

East African Business Council (EABC)

Email: [procurement@eabc-online.com](mailto:procurement@eabc-online.com) **copy to** [director@eabc-online.com](mailto:director@eabc-online.com)

Subject: **Application for Communications and Market Intelligence**

EABC is an equal opportunity employer. Recruitment is merit-based. Canvassing will lead to disqualification.