



General:
Job Title: Content Creator and Creative Designer
Reports to: Digital marketing Manager, Sales Performance and Analytics
Function level: Assistant Manager
Basic Purpose:
<i>The primary purpose of a content Creator and Creative Designer is to create, edit, and deliver high-quality visual content, specializing in both video production and professional photography. Additionally, they are responsible for designing engaging multimedia content that aligns with brand standards and supports strategic communication goals.</i>
Main Duties and Responsibilities:
• Designing and producing interactive online content, including but not limited to email templates. Social media, promotional artwork, and informative e-books. • Champion content collection to provide customers with real-time experience on social media, hence enhancing social media utilization. • Preparing briefs for each project and presenting design ideas to all the relevant stakeholders • Collaborating with the marketing team to ensure that all designs align with the brand image. while also meeting usability and website standards. • Ensuring consistency in design and content across all company platforms. • Reviewing product positioning and online marketing content to identify room for improvement. • Providing advice and guidance on the aesthetics for campaigns, projects, and promotional events. • Using survey and monitoring data to Identify new media, digital and innovation trends on digital and social media and customize them to fit our brand. • Provide design support to other business lines to create product graphics, logos, identity design, or other similar offline graphics. • Design strategic customer driven digital campaigns and promotions to enhance uptake and usage of digital channels. • Be current by generating engaging memorable visual concepts by researching design trends and best practices, new technologies and applications. • Review materials from suppliers to ensure correct colors; images are as per brand guideline. • Social Media Management on platforms including but not limited to Meta, google etc. • Any other duty assigned by immediate supervisor.



Qualifications and Experience:

- 2+ years' experience in a graphics design audio and video manipulation software
- Certificate in Digital Media Design, Motion Graphics, Multimedia Design, or related discipline.
- A portfolio of previous digital design work to showcase experience and creativity.
- Ability to clearly present design ideas and concepts for campaigns and projects.
- Open-minded, flexible, and a team player with exceptional organizational and technical skills.
- Passion for content and ability to tell stories through visuals and sounds will be an added advantage.
- Proven experience in visual arts, digital design, Graphic design, Photography, videography, or a related field.
- A university degree is not required. We welcome applications from candidates who can demonstrate the necessary skills, experience, and competence to successfully perform the responsibilities of the role.

If you believe you can clearly demonstrate your abilities to meet the criteria given above, please submit your job application cover letter along with a detailed resume, copies of the relevant certificates and testimonials in a single PDF file format, quoting the respective Job title or Ref no. in the subject field to TZRecruitment@equitybank.co.tz by **Wednesday 09th September 2026**.

Only short-listed candidates will be contacted.

Equity Bank is an equal opportunity employer. We value the diversity of individuals, ideas, perspectives, insights and values, and what they bring to the workplace.

By submitting your application, you consent to Equity Bank Tanzania Limited collecting and processing your personal data strictly for recruitment, selection, and, where applicable, employment purposes. Equity Bank Tanzania Limited will process your personal data in accordance with the Data Protection and Privacy Act, Cap 97, and its Data Privacy Policy. Your personal information will be treated with the highest level of confidentiality and will not be shared with unauthorized third parties, except where disclosure is required by law or regulatory obligation”.