

## JOB DESCRIPTION

<b>Job Title:</b>	Consultant: Corporate Communications and Public Relations	<b>Department:</b>	Strategy and Branding
<b>Employee Name:</b>		<b>Division:</b>	Marketing, Branding and Communications
<b>Job Category:</b>	Skilled staff/Professional	<b>Job Grade</b>	
<b>Travel Required:</b>		<b>Position Type:</b>	Permanent
<b>Location:</b>	Windhoek	<b>Subordinates</b>	None
<b>Immediate Supervisor</b>	Senior Manager: Marketing, Branding and Communications		
<b>Job Purpose:</b>			
The Consultant: Corporate Communications and Public Relations role exists to enhance the visibility and reputation of the NIPDB brand by developing quality and relevant communication material related to the NIPDB's activities and success stories, in order to influence stakeholder perceptions.			
<b>Role and Responsibilities:</b>			
<ul style="list-style-type: none"> <li>● Coordinate the communication of the NIPDB's organisational initiatives and projects to staff members and relevant external stakeholders</li> <li>● Write, edit and distribute media releases, media responses, presentations, newsletters, speeches, corporate reports, social media and other relevant content to support the NIPDB's communication and marketing strategies</li> <li>● Develop and maintain an up-to-date database of media contact details</li> <li>● Assist with the implementation of the stakeholder management plan</li> <li>● Facilitate the management of the NIPDB's relationship with the media and ensure that media enquiries and interview requests are processed within the agreed upon time frames</li> <li>● Manage the NIPDB's media intelligence by tracking and documenting all media coverage, identify any issues that may affect the NIPDB's reputation, monitor the effectiveness of marketing communication campaigns, and compile monthly and quarterly analytics reports for presentation to management</li> <li>● Seek and leverage opportunities to enhance the NIPDB brand and communicate success stories</li> <li>● Coordinate and manage media/publicity related and other corporate events as required</li> <li>● Write stories profiling the achievements of various departments to showcase the impact of the NIPDB's strategies and initiatives</li> <li>● Develop and implement an internal communication plan to ensure a shared understanding of the NIPDB role and strategic objectives, as well as continuous staff engagement and connection to the NIPDB's vision</li> <li>● Coordinate the activities of the NIPDB's Communication Champion Programme</li> <li>● Facilitate the development of content for the NIPDB's website to ensure that the information is compelling and up to date</li> <li>● Facilitate timely response to stakeholder inquiries and complaints, and maintain a record thereof</li> <li>● Implement approved campaigns to promote the NIPDB's social responsibility activities</li> <li>● Liaise with Manager: Strategy, Digitalisation and Innovation to identify trends in the investment promotion industry, and seek opportunities for the NIPDB to leverage such developments</li> </ul>			

- Liaise with various vendors to coordinate the production of communications, marketing, advertising and branding materials and ensure alignment to the NIPDB's branding standards
- Undertake other duties as may be reasonably required from time to time

**Qualifications and Experience Requirements**

- Degree in Public Relations, Journalism or Communication
- At least 3 years' experience in Corporate Communications or Public Relations in a medium to large organisation
- Experience in communication strategies development and implementation
- Proficient in all Microsoft Office Applications
- Digital Marketing, Graphic Design, Photography and Social Media Management experience will be an added advantage

**Preferred Skills**

- Ability to work and collaborate with diverse stakeholders
- Ability to simplify and convert complex information into a language understandable by internal and external audiences
- Excellent verbal, written, and interpersonal skills
- Creative and out-of-the-box thinking
- Solid time-management and organisational skills, with an ability to meet deadlines
- Solid Project Management skills
- Ability to work in a fast-paced environment with irregular office hours
- Ability to adapt to changing situations in a calm and professional manner
- Highly competent, self-motivated and goal driven individual
- Discretion and diplomacy
- Honest individual with a high level of personal integrity