

JOB DESCRIPTION

Job Title:	Consultant: Content Developer	Department:	Strategy and Branding
Employee Name:		Division:	Marketing, Branding and Communications
Job Category:	Skilled staff/Professional	Job Grade	
Travel Required:		Position Type:	Permanent
Location:	Windhoek	Subordinates	None
Immediate Supervisor	Senior Manager: Marketing, Branding & Communications		
Job Purpose:			
<p>The Content Developer will be responsible for development of all written material within the organization. The purpose of the role is to manage all content created by the NIPDB to ensure relevance, accuracy and alignment to the organisation's strategic objectives and brand identity.</p>			
Role and Responsibilities:			
<ul style="list-style-type: none"> • Plan and create compelling and relevant editorial content for various NIPDB publications and platforms, including Annual Reports, Quarterly Reports, website, newsletters, brochures, campaigns and others • Create unique content to support the NIPDB's Marketing and Communication strategy goals and objectives • Research, gather industry-related information and analyse competitors' data to ensure the NIPDB communicates relevant information to its stakeholders • Write speeches and talking points for internal and external stakeholders as required • Prepare well-structured content using Content Management Systems • Ensure that content is consistently aligned with the NIPDB brand in terms of style, fonts, images and tone • Ensure that the NIPDB website is always updated with relevant content • Conduct in-depth research on industry-related topics in order to develop original content • Review, edit and proofread content before it is published internally or externally • Create compelling headlines and body copy that will capture the attention of the target audience • Identify and recommend new content to address gaps in the company's current content • Create media releases in line with the mandate of the NIPDB, the organisation's milestones and special events • Contribute articles to local, regional and international publications on a weekly, monthly or annual basis, on a variety of investment related topics, current events and local investment developments • Preparation of briefs and script-writing for different media (including print and electronic media interviews), supplying technical details and verifying that information about the NIPDB is accurately presented • Collaborate with other departments, including EXCO, management and commercial offices to ensure cohesive NIPDB related information, branding and public relations • Consult on public relations projects, creation of marketing materials and relevant materials as necessary • Track and evaluate content performance to identify areas requiring improvement • Perform other duties and functions as may be assigned from time to time 			

Qualifications and Experience Requirements	Preferred Skills
<ul style="list-style-type: none"> ● Degree in Public Relations, Marketing, English, Journalism or a related field ● At least 3-5 years proven content writing experience ● Proficient in all Microsoft Office Applications ● Portfolio of published publications / articles will be an added advantage 	<ul style="list-style-type: none"> ● Ability to work independently and in a team, in a fast paced environment ● Sound interpersonal skills, both written and verbal ● Highly competent self-motivated and goal driven individual ● Discretion and diplomacy ● Honest individual with a high level of personal integrity ● Dependable and responsible ● Excellent command of the English language and communication skills ● Ability to organise and prioritise tasks in order to meet deadlines ● Ability to handle multiple projects concurrently ● Analytical skills and detail oriented