

JOB DESCRIPTION

Job Title:	Brand Namibia Coordinator	Department:	Strategy and Branding
Employee Name:		Division:	Marketing, Branding, and Communication
Job Category:	Skilled staff/Professional	Job Grade	
Travel Required:	Yes	Position Type:	Permanent
Location:	Windhoek	Subordinates	
Immediate Supervisor	Executive: Strategy and Branding		
Job Purpose:			
<p>The Brand Namibia Coordinator is to work to shape Namibia's outward image. The Coordinator will need to uncover insights and deliver innovative marketing campaigns. In addition, they will provide input on what can attract investors, tourists, increase local and international trade of Namibian goods and services as well as improve the experience.</p>			
Role and Responsibilities:			
<p>The Brand Namibia Coordinator should be creative, possess a strategic mind and have experience in implementing targeted brand campaigns. Ultimately, the role is for the person to improve Namibia's awareness and drive economic growth. The main duties include:</p> <ul style="list-style-type: none"> ● Receive and do all administration related to Brand Namibia as well as external parties and action accordingly and professionally; ● Analyze the Namibia's brand positioning and consumer insights; ● Shape and communicate the nations vision, strategies and plans; ● Translate the Brand Namibia brand elements into plans and go-to-market strategies; ● Lead creative development to motivate the identified target audiences to "take action"; ● Establish performance specifications, cost and price parameters, market applications and sales estimates; ● Measure and report performance of all marketing campaigns, and assess ROI and KPIs; ● Monitor nation brand trends, market trends, research consumer markets and nation brand competitors' activities; ● Oversee new and ongoing marketing and advertising activities; ● Monitor product distribution and consumer reactions; ● Devise innovative growth strategies; ● Align the country around the brand's direction, choices and tactics. 			
Qualifications and Education Requirements		Required competencies	
<ul style="list-style-type: none"> ● Bachelors in Marketing, Communications and/or Branding; ● At least 5 years consecutive experience in Branding, Marketing and Project 		<ul style="list-style-type: none"> ● Proven working experience as an Assistant Brand Manager; ● Proven project management skills, an ability to manage competing priorities. 	

<p>Management with at least three years at Managerial level</p> <ul style="list-style-type: none"> ● Proven knowledge and experience in various aspects of marketing communications including brand marketing, Public Relations, content management, digital marketing and social media management ● Experience Project Management and Copywriting will be an added advantage ● Proficient in all Microsoft Office Applications. 	<ul style="list-style-type: none"> ● Experience in identifying target audiences and devising effective campaigns ● Excellent understanding of the full marketing mix ● Strong analytical skills partnered with a creative mind ● Data-driven thinking and an affinity for numbers ● Outstanding communication skills ● Up-to-date with latest trends and marketing best practices ● Degree in marketing or a related field.
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Internal/External Stakeholders:

All internal staff members and external stakeholders (Brand Namibia Working Committee), in line with the responsibilities of the role.

Reviewed By (HR):		Date/Signature :	
Approved By (Line Manager):		Date/Signature :	
Incumbent signature:		Date/Signature :	