

JOB DESCRIPTION

Job Title:	Manager: Marketing and Corporate Communications	Department:	Strategy and Branding
Employee Name:		Division:	Marketing, Branding and Communications
Job Category:	Skilled staff/Professional	Job Grade	
Travel Required:	Medium	Position Type:	Permanent
Location:	Windhoek	Subordinates	3
Immediate Supervisor	Senior Manager: Marketing, Branding and Communications		
Job Purpose:			
<p>The Manager: Marketing and Corporate Communications role is responsible for developing and executing integrated marketing and communications strategies for the NIPDB's internal and external audiences. With the overarching goal of proactive reputation and brand management, this includes the development of content for multiple online and offline channels, corporate publications, stakeholder engagement interventions, public outreach and employee engagement events and communication activities.</p>			
Role and Responsibilities:			
<ul style="list-style-type: none"> • Manage the implementation of results-driven, omnichannel integrated marketing and communications campaigns for internal and external audiences in line with and to support the NIPDB's strategic objectives. Ensure key performance indicators are defined for all campaigns • Track and measure the effectiveness of integrated marketing campaigns and communications interventions, and recommend remedial strategies as necessary • Draft relevant, compelling and audience-centric marketing and communications materials including but not limited to corporate reports, newsletters, brochures, presentations, speeches and speaking notes, media statements and investment promotion content, for digital and print platforms • Recommend and coordinate participation in relevant industry shows and events to promote and enhance the visibility of the NIPDB brand. • Supervise the events team to ensure high quality execution of internal and external corporate events. • In collaboration with the Senior Manager: Marketing, Branding and Communications, develop and implement communication strategies for all events to disseminate the appropriate messages to identified audiences • Monitor the local and international media landscape, advise and recommend appropriate messaging according to reputation management and news reporting demands. • Oversee the maintenance of the NIPDB digital platforms including the website and social media channels to ensure that they are consistently updated and that information is current, relevant and in line with stakeholder needs and organisational objectives (in collaboration with the Senior Manager) • Collaborating with cross-functional teams to ensure the effectiveness of internal communication strategies, and compliance with the NIPDB Communication Policy • Responsible for compiling monthly and quarterly reports on all marketing and communications related activities • Oversee the creation of all marketing and communication collateral to ensure they consistently conform to the NIPDB brand identity standards 			

- Develop and manage the NIPDB visual library (photo and video) to ensure availability of relevant material for marketing campaigns and other projects
- Manage subordinates performance by conducting feedback sessions and performance assessment in line with the relevant policy and institutional calendar
- Any other duties and responsibilities as assigned by the supervisor.

Qualifications and Education Requirements

- Honours Degree Communications or Public relations
- A degree in Marketing will be an added advantage
- At least 5 years consecutive experience in Corporate Communications in a corporate environment, with at least three years at Managerial level
- Progressive experience in formulating and executing marketing and communication strategies and campaigns
- 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.

Required competencies

- Superior writing and storytelling skills
- Proven ability to manage multiple and competing priorities
- Exceptional communication (written and spoken) skills and attention to detail
- Excellent strategic and critical thinking skills
- Ability to work under pressure and maintain attention to detail in a deadline oriented environment
- Ability to handle multiple projects, organise and prioritise tasks in order to meet deadlines
- Excellent interpersonal skills and ability to effectively communicate and build relationships with different stakeholders
- Excellent resource and financial management skills
- Highly competent, resourceful and self-driven individual
- Honest, results-driven individual with a high level of personal integrity and ethical disposition

Internal/External Stakeholders:

All internal staff members and stakeholders, in line with the responsibilities of the role.

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