

JOB DESCRIPTION

Job Title:	Manager: Namibia Convention Bureau/ MICE Office	Department:	Strategy and Branding
Employee Name:		Division:	Marketing, Branding, and Communication
Job Category:	Managerial	Job Grade	
Travel Required:	Yes	Position Type:	Permanent
Location:	Windhoek	Subordinates:	Yes
Immediate Supervisor	Executive: Strategy and Branding		
Job Purpose:			
<p>The Manager of the Namibia Convention Bureau (NCB) plays a pivotal role in facilitating and managing the transitional NCB and related national Meetings, Incentives, Convention, and Exhibitions (MICE) activities. The purpose is to implement key functions, provide bid support, and offer various services related to conferences, meetings, and events. The incumbent will act as a key advocate for Namibia as a business events destination, developing strategies to drive business-related travel and tourism opportunities both locally and internationally.</p>			
Roles and Responsibilities:			
Promotion			
<ul style="list-style-type: none"> ● Promote Namibia as an ideal business destination by providing dedicated assistance to meeting planners, exhibitions, and conference organizers considering Namibia. ● Collaborate with stakeholders and clients to offer bid support, assisting with bid document preparation and presentations. ● Support convention planning, marketing of events, and collaboration with suppliers, stakeholders, and local professional conference organizers. ● Enhance brand visibility and awareness through targeted promotional campaigns locally and internationally. ● Develop and maintain relationships with key industry players to leverage partnerships for promotional activities. ● Explore innovative marketing opportunities to showcase Namibia as a prime business events destination. ● Attend conferences, workshops, and professional networks to stay informed about industry developments and opportunities. 			
Strategy Development			
<ul style="list-style-type: none"> ● Develop sales, bidding, and event strategies in alignment with KPIs and performance targets. ● Stay updated on new marketing platforms, collaborating with MEFT and NTB to activate Namibia Business Tourism offerings. ● Review and revise bidding and sales approaches and strategies annually for relevance and effectiveness. 			
Business Development & Sales			
<ul style="list-style-type: none"> ● Oversee all business development initiatives related to the business tourism strategy. 			

- Develop and execute the sales strategy, responding to bids and opportunities.
- Develop and oversee the end-to-end bidding process, identifying opportunities for improvement.
- Oversee lead development and follow-through locally and internationally.
- Report on sales performance against targets.

MICE Execution Management

- Oversee the execution of business-related PR activities and on-site services.
- Ensure strategic mandate alignment in delivering activities.
- Develop leads and plans within the MICE space for execution.
- Drive delegate boosting plans and collateral management.
- Manage budgets and conduct post-campaign reviews for continuous improvement.

Strategy Execution Monitoring and Reporting

- Coordinate the feasibility study and subsequent National MICE Strategy.
- Ensure events within the business unit adhere to project management principles.
- Account and evaluate all events against financial plans and targets.
- Oversee coordination and support for execution teams on and off-site.

Qualification and Education Requirements

- 5-7 years of experience in sales, marketing, and events management.
- Master’s Degree in Business Management, Marketing, or related fields.
- Strong knowledge of marketing principles, business tourism, and MICE.
- Knowledge and understanding of Government priorities and imperatives;
- Proven understanding of Namibia’s tourism, conference, and conventions industry.
- Strong networking capability and the ability to make new connections.
- Ability to meet stakeholder needs and work under tight deadlines.

Required Competencies

- Innovative problem-solving skills.
- Exceptional verbal and written communication skills.
- Excellent interpersonal skills and customer focus.
- Ethical conduct and high integrity.
- Understanding of data privacy and confidentiality standards.
- Strong organisational skills and attention to detail.
- Analytical, and creative thinking skills.
- Team player with the ability to work under pressure.

Internal/External Stakeholders:

Interaction is at different levels within and outside the organisation in line with the responsibilities of the role.

Reviewed By (HR):		Date/Signature:	
Approved By (line manager):		Date/Signature:	
Incumbent signature:		Date/Signature:	