

JOB DESCRIPTION

Role Title:	Brand Namibia Graduate	Department:	Strategy & Branding
Name:		Internship Period:	24 months
Division:	Brand Namibia	Position Type:	Graduate
Travel Required:	Moderate	Location:	Windhoek
Immediate Supervisor:	Brand Namibia Coordinator		
Role Purpose:			
<p>The Brand Namibia graduate will support the Brand Namibia Coordinator in shaping and promoting Namibia's outward image. This role is ideal for a recent graduate who is eager to gain experience in branding, marketing, and strategic initiatives. 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> <p>In return, the incumbent will:</p> <ul style="list-style-type: none"> • Gain hands-on experience in branding and marketing. • Receive mentorship and guidance from experienced professionals. • Be exposed to strategic projects and national campaigns. • Work in a dynamic and supportive environment. • Enhance their skills and understanding of theoretical concepts learned as part of their study curriculum. 			
Responsibilities:			
<p>With the guidance of the immediate supervisor, the incumbent will be responsible for the following:</p> <ul style="list-style-type: none"> • Assist with the administration related duties to Brand Namibia and the working committee, ensuring all tasks are actioned professionally and timely. • Support in analyzing Namibia's brand positioning and consumer insights. • Help shape and communicate the nation's vision, strategies, and plans. • Assist in translating Brand Namibia elements into actionable plans and go-to-market strategies. • Aid in the development of creative materials to motivate target audiences. • Assist in measuring and reporting the performance of marketing campaigns, assessing ROI and KPIs. • Monitor nation brand trends, market trends, and competitor activities. • Support ongoing marketing and advertising activities. • Assist the Brand Namibia Coordinator with at-hoc duties. 			
Qualifications and Education Requirements		Required Competencies/Skills	
<ul style="list-style-type: none"> • Recent graduate with a Bachelor's degree in Marketing, Communications, Branding, or a related field. • No prior work experience required 		<ul style="list-style-type: none"> • Strong communication skills, both written and verbal. • Knowledge of graphic design, photography and videography will be an added advantage • Strong attention to detail and excellent organizational skills. • Social media and event management knowledge 	

		<ul style="list-style-type: none"> • Planning and time management skills • Accuracy and attention to detail • Basic understanding of marketing communications, including brand marketing, public relations, and digital marketing. • Analytical thinking with a creative mindset. • Data-driven approach and affinity for numbers. • Knowledge of branding and strategy principles. • A proactive attitude and willingness to learn. 	
Approved By (Line Manager):		Date/Signature:	
Approved By (Executive Director):		Date/Signature:	
Incumbent Signature:		Date/Signature:	