

JOB DESCRIPTION

Job Title:	Consultant: Digital Marketing	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	Manager: Marketing and Communications		
Job Purpose:			
<p>The Consultant: Digital Marketing will be responsible for development and management of all digital platforms within the organisation. The purpose of the role is to manage all content created by the NIPDB and online platforms 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"> • Develop comprehensive digital marketing strategies that align with NIPDB Digital Strategy and target audiences • Design, implement, and manage digital campaigns across multiple platforms such as but not limited to Google, Facebook, Instagram, LinkedIn and NIPDB website • Identify new opportunities and trends to maximise online presence and brand visibility • 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 goals and objectives of NIPDB's Marketing and Communication and Digital strategies. • Regularly report on the effectiveness of digital marketing efforts and make recommendations for improvement. • Research, gather industry-related information and analyse competitors' data to ensure the NIPDB communicates relevant information to its stakeholders • 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 • Oversee the creation of digital assets (landing pages, ads, banners, emails, etc.). • Manage SEO/SEM strategies to improve search engine ranking and traffic. • Identify and recommend new content to address gaps in the company's current content • Assist in creating media releases, invitations, briefings and responses in line with the mandate of the NIPDB, the organisation's milestones and special events • 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
- Create a comprehensive monthly social media calendar that aligns with the company's marketing goals and objectives
- Generate, edit, publish, and share engaging content daily across various platforms (text, images, videos)
- Collaborate with copywriters and designers to ensure content is informative, appealing and on-brand
- Actively engage with followers by responding to comments, messages and inquiries in a timely manner
- Monitor, analyze and report on social media metrics using tools like Meltwater and platform insights every month
- Plan and execute social media campaigns that promote brand awareness and drive traffic to the website

<p>Qualifications and Experience Requirements</p> <ul style="list-style-type: none"> • Degree in Public Relations, Digital Marketing, Journalism or a related field • At least 3-5 years experience in Digital Marketing or Public Relations • Proficient in all Microsoft Office Applications • Portfolio of published publications / articles will be an added advantage 	<p>Preferred Skills</p> <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
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Internal/External Stakeholders:
 All internal staff members and external stakeholders, in line with the responsibilities of the role.

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