

JOB DESCRIPTION

Job Title:	Corporate Communications Manager	Department:	Office of the Principal Officer
Location:	Windhoek	Position Type:	Permanent

Job Purpose:

The Corporate Communications Manager role is responsible for developing and executing integrated marketing and communications strategies for the Funds internal and external audiences. The incumbent will facilitate all internal and external communication of the Fund, build and maintain the brand, develop and execute crisis communication plans, ensure effective public relations, oversee social media management and facilitate sponsorship and marketing activities. This includes the overarching goal of proactive reputation and brand management, development of content for multiple online and offline channels, corporate publications, stakeholder engagement interventions, and communication activities.

Role and Responsibilities:

- Manage the implementation of results-driven, omnichannel integrated marketing and communications campaigns for internal and external audiences, in line with and to support the Funds strategic objectives
- Track and measure the effectiveness of integrated marketing campaigns and communication interventions, and recommend remedial strategies as necessary
- Responsible for compiling reports on all marketing and communications related activities
- Draft relevant, compelling and audience-centric marketing and communication material including but not limited to annual reports, newsletters, brochures, presentations, media statements and content, for digital and print platforms
- Recommend and coordinate participation in relevant industry events to promote and enhance the visibility of the NHP brand
- Facilitate events to ensure high quality execution of internal and external corporate events
- Develop and implement communication strategies for all events, in collaboration with the Principal Officer, to disseminate the appropriate messages to identified audiences
- Monitor and analyse media coverage to identify trends and opportunities for proactive communication and advise and recommend appropriate messaging according to reputation management and reporting demands
- Oversee the maintenance and management of the Funds 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 Fund objectives (in collaboration with the Principal Officer)
- Collaborating with cross-functional teams to ensure the effectiveness of internal communication strategies, and compliance with the NHP Communication Policy, and manage the performance of outsourced service providers
- Oversee the creation and maintenance of all marketing and communication collateral to ensure they consistently conform to the NHP brand identity standards
- Develop and manage the NHP visual library (photo and video) to ensure availability of relevant material for marketing campaigns and other projects
- Maintaining brand identity, directing brand reputation, managing crises, and clarifying any discrepancies perceived about the Fund's offerings or initiatives.
- Proactively identify and manage potential reputation risks to the Fund and develop crisis communication plans

- Build and maintain relationships with stakeholders to enhance the Fund's brand reputation
- Any other duties and responsibilities as assigned by the Principal Officer

Qualifications and Education Requirements

- Bachelor's Degree (NQF Level 7) in Communications, Marketing, Public relations or a related field
- At least 5 years 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 in project management and copywriting will be an added advantage
- Proficient in all advanced Microsoft Office applications and design software

Required competencies

- Superior writing and storytelling skills
- 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
- 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
- Highly competent, resourceful and self-driven individual
- Honest, results-driven individual with a high level of personal integrity and ethical disposition

Further Requirements

- Namibian Citizen
- Code 08 Driver's license with own transport
- Ability and flexibility to work outside standard business hours