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MARKETING & PUBLIC RELATIONS OFFICER

JOB DESCRIPTION SUMMARY

As a marketing and PR officer you will be responsible for communicating key messages and promoting a positive image of a company. Day-to-day duties may include writing press releases, liaising with local and national press and coordinating messaging going out on website, social media and in print.

JOB DETAILS

Location: Windhoek

Position Type: Full time

Supervisor: Head of Non-Academic Affairs

DUTIES & RESPONSIBILITIES

- ✓ planning and carrying out PR campaigns and strategies
- ✓ Monitoring the public and media's opinion of your client or employer
- ✓ Writing and editing press releases, leaflets, brochures, speeches, newsletters, websites and social media content
- ✓ Utilising all forms of media, including national, regional and trade press, to build, maintain and manage company brand
- ✓ Representing your company at events
- ✓ Acting as a spokesperson for the company's brand
- ✓ Training employees on how to handle media enquiries and press interviews
- ✓ Developing good working relationships with the media and liaising with the press on potential news stories
- ✓ Writing and editing in-house magazines, case studies and annual reports
- ✓ Managing and updating a client's social media posts
- ✓ Devising and coordinating photo opportunities

- ✓ Managing, arranging and overseeing events
 - ✓ Monitoring publicity and press coverage
 - ✓ Commissioning market research
 - ✓ Coordinating paid and unpaid advertising.
 - ✓ Manage all marketing materials, website updates, and social media presence on behalf of
 - ✓ the Company
 - ✓ Responsible for corporate messaging development and distribution
 - ✓ Be the last point of contact with Company deliverables before they are published/distributed ensuring all formatting, aesthetics and content are in-line with Company standards and expectations
 - ✓ Proactively generate ways to advance the Company's brand in industry trade publications, digital media, speaking opportunities, conference participation and other forms of advertising
 - ✓ Actively market and promote Company news and project development, property management and acquisition activities including formal press release distribution, article development / pitch, social media, etc
 - ✓ Prepare and manage leasing materials and project marketing materials as needed
 - ✓ Ghost write articles on behalf of Company/key employees
 - ✓ Responsible for the distribution and content of company newsletters
 - ✓ Assist team in the preparation of new business materials including, new business meeting pitch and prep, presentations,
 - ✓ Develop branded materials as needed
 - ✓ Manage and assist the team in maximizing membership potential with various local, regional and national memberships, associations and affiliations
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KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

- ✓ Knowledge of media production and communication
- ✓ Excellent grasp of the English language
- ✓ To be thorough and pay attention to detail
- ✓ Persistence and determination
- ✓ Ability to work well with others
- ✓ Ability to accept criticism and work well under pressure
- ✓ Ability to use your initiative

- ✓ Ability to sell products and services
 - ✓ Good computer skills.
 - ✓ Demonstrate ability to think creatively and independently
 - ✓ Advanced design knowledge / experience
 - ✓ Strong work ethic and motivation to succeed
 - ✓ Possess strong organizational skills and attention to detail necessary to prioritize multiple
 - ✓ initiatives and projects
 - ✓ Demonstrate a professional level of verbal, written and listening skills
 - ✓ Ability to create and assemble attractive marketing materials
 - ✓ Working knowledge of design and implementation software necessary for the job function
 - ✓ Work well with a team
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MINIMUM REQUIRED QUALIFICATIONS

- ✓ Bachelor's degree in Marketing or equivalent professional experience
 - ✓ Good driving record and valid driver's license
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APPLICATION

To apply, please e-mail the below documents in a single pdf file to **Ms. Maria Penondadi** at info@globalinsti.com

- A 1 – 2-page statement of interest specifying the relevance of your experience to the Institution
- Curriculum Vitae (CV)
- Names and complete contact information for three references.

Global Edge Training Institute is a welcoming and vibrant community committed to supporting a diverse workforce, and actively seeks applications from women, minorities and other persons from traditionally underrepresented groups. Global Edge Training Institute is an equal opportunity provider and employer. The Institute reserves the right to extend the closing date if deemed necessary and reserves the right to make no appointment.