

GROUP MARKETING MANAGER

The organisation

Our client is in the Construction Industry who pride themselves in their ability to create extraordinary property developments by continuously stretching their skills beyond conventional thinking. Over many years, our client has built a sterling national reputation for quality property development – for both the niche and broader real estate market. They believe in value for money, no matter how big or small their client's investment appetite. Our client also specialises in leasing and managing residential properties in Windhoek. By keeping their focus on market products and geography, they are able to leverage their assets by using their vast vendor relationships in an efficient and cost-effective way. In keeping with the latter, and in response to the demands of continuous growth, our client is in pursuit of a passionate, energetic, dynamic and creative individual who is proactive to fill the position.

The position

Are you an intuitive, dynamic, and creative individual who is keen to take on a challenge and is driven by success? We're looking for a driven and knowledgeable marketer who can work independently in creating strong campaigns that encourage businesses to use our client's strong product and service offering. The organisation offers a collaborative work environment that fosters personal growth and development. Reporting directly to the CEO, you will develop and oversee the company's marketing strategy and will be instrumental in developing long term relationships for the business. This will involve producing marketing strategies and media plans together with devising creative and innovative advertising campaign ideas from inception to implementation and review. You will develop, collaboratively develop and refine the brand positioning and strategy, establish and maintain marketing strategies to meet organizational objectives and execute all online and traditional marketing initiatives, integrating online and new media, email, print, direct mail, social media, company websites, search engine optimisation (SEO) strategy development, brand awareness and drip marketing initiatives. You will be expected to provide feedback on product service offerings and participate in product development and collaborate in the creation, launch and tracking of the performance of product and service offerings in the market. To be successful in this role you will be a committed, driven and organised individual with a highly developed skillset in prioritising, planning, monitoring budgets, producing management reports and getting the most out of the people you work with. Reinforcing all of these requirements with a strong customer focused attitude coupled with the ability to influence and negotiate at various stakeholder levels is essential.

Key areas of responsibility:

- **Market Research and Competitive Intelligence:** You will obtain market research on current trends, identify target audiences, their needs and desires and build campaigns and promotions aimed at these groups of customers.
- **Marketing:** You will develop and drive campaigns aimed at customer acquisition across multiple channels and create content for corporate marketing collateral, website/social media, and other channels of communication.
- **Implement Marketing Strategies:** You will plan and implement marketing strategies, create a budget to cover all necessary expenses and assist in the creative development process to ensure strategies are successfully rolled out.
- **Performance and Market Analysis:** You will gather data by analysing business reports and conducting surveys, interpret data and develop suggestions and intervention strategies, and evaluate campaigns to determine whether they are successful.
- **Product Development:** You will integrate new business opportunities with existing initiatives.
- **Lead Generation & Sales Enablement:** You will execute marketing campaigns and evaluate its performance, leveraging an interest profiling to drive client acquisition and sales revenue. You will also identify partnership opportunities by analysing the brand, market and competitive environment.
- **Project Management:** You will manage and coordinate the creative production of online and offline marketing assets, graphic design, video production and web development, from the initial concept to finished product and execution.
- **Customer Experience:** You will develop a highly engaging customer satisfaction experience through gaining a deep understanding of customer first marketing using strategies and tools, to develop a compelling value proposition.
- **Corporate Social Responsibility:** You will oversee the conceptualisation and implementation of the company's Corporate Social Responsibility.
- **Digital Marketing:** You will have an in-depth knowledge and experience of the full media spectrum, including traditional media, digital and social.

The Person

Minimum requirements:

- A degree in Marketing or related field
- A qualification in digital marketing will be an added advantage
- Skills in direct response marketing with the ability to craft integrated marketing strategies across all channels and touch points, including website, print communications, online communications and direct mail.
- At least 5 years proven experience in a managerial role.
- Knowledge of market research practices and techniques.
- Experience in creating and developing marketing plans.
- Direct experience with events planning coordination
- Knowledgeable on principles, practices and techniques of marketing strategies.
- Experience in digital marketing, brand literacy and commercial understanding
- Proficiency in MS Word, PowerPoint and Excel.

Competency requirements:

- **Innovative:** You are creative and have a proactive approach in your marketing strategies, with a proven track record of working in a hands-on environment.
- **Administrative Ability:** You have the ability to organise, plan and handle general administrative matters.
- **Excellence orientation:** You take pride in and derive personal satisfaction from achieving results. You are committed to uncompromising standards of excellence and continuous improvement and exert self-discipline in completing what you have started.
- **Research Skills:** You are able to supervise the gathering of data and analyse it systematically and present information clearly and effectively.
- **Self- Motivation:** You strive towards defined goals and take the necessary steps to achieve them
- **Conceptual Ability:** You grasp concepts easily which contributes to the comprehension and importance of this role.
- **Written Communications:** You convey information in a clear, concise and accurate manner.
- **Problem Solving:** You sound decisions and solve the day-to-day management problems.
- **Analytical Skills:** You are a critical thinker with sound decision making skills, evaluate and judge situations and take action against rational, logical assumptions, insight or standards.

Interested?

We offer an attractive package commensurate with qualifications and experience. The closing date is **31 January, 2018** and suitably qualified Namibians are encouraged to apply. We request that you e-mail your CV in word or PDF text format to admin8@potentia.com.na for the attention of **Mr Cameron Kali**. In the event that you do not receive an acknowledgement of your application within 5 working days, please contact us on 061 381 000. Kindly be advised that **all applications will be handled exclusively by Potentia and all selected candidates will be required to undertake an assessment test. Only electronic CV's will be accepted. Our Client reserves the right not to make any employment offer. We reserve the right not to make an appointment.**