

COMMUNICATIONS OFFICER (3 years contract)

The organization

In 2011 our client initiated a Programme to strengthen innovation cooperation in the Southern African Development Cooperation (SADC) region. In the first four years (2011-2015), the Programme stimulated regional policy-making, provided training, created networks, and supported new projects for piloting new models for innovation. The second phase (2017-2021) focusses on youth entrepreneurship and data-driven management of innovation. Established by the Ministry for Foreign Affairs (MFA) of Finland together with the governments of Botswana, Namibia, South Africa, Tanzania, and Zambia as well as the SADC Secretariat, our Client envisions Southern Africa as a home of networked communities and test-beds for home-grown innovations driven by young entrepreneurs. They are looking for an interpersonally bright individual who is hands on and focused on producing quality work.

The position

The primary purpose of this role is media and communications operations. Reporting to the Programme Director, the incumbent will be required to deliver confidently and independently the Programme's communication messages via social media platforms, events and conventional media. As the Communications Officer, you will be required to conceptualize, unpackage and disseminate detailed information to a wide range of audiences with a potential or existing vested interest in the Programme. Building relationships with all stakeholders are pivotal and the management thereof to promote the Programme, carry out communication work, advisory services, guidance and supporting projects, forms an integral part of your role. You will provide support with editing, re-packaging programme reports, publications, web materials, other multimedia and promotional products. You will manage the Programme's website by continuously monitoring web-activity and hits, to ensure that the site is well maintained. The monitoring will include social media platforms screening and updating. In addition, you will be instrumental in the augmentation of the Programme's branding strategy.

Key areas of focus

- Ensure that the production of communication products and materials are timely executed and followed up to support country communication strategy, regional and SADC campaigns.
- Help organize and generate public support for special events and activities to promote country Programme goals.
- Write a range of media material, ensuring it remains consistent, upbeat and delivered in a timely fashion to a wide spectrum of audiences.
- Edit Programme documents, write articles for the Programme newsletter, and develop content for promotions.
- Coordinate the management and updating of information on the website and support the development and use of social media platforms.
- Work with external stakeholders to promote the Programme's innovation activities and encourage two-way endorsement, strengthening partnerships and collaboration.
- Provide communications advice and guidance to internal stakeholders, using judgement and creativity to suggest the most appropriate course of action, ensuring complex and conceptual issues are understood.
- Monitor and evaluate the effectiveness of innovation through the various communication strategies.
- Able to demonstrate professional knowledge within a specialized discipline to give advice and guidance to stakeholders.
- Perform any other ad hoc duties.

The person

Minimum academic and experience requirements

- A Bachelor's Degree in Communications or related field.
- A Diploma in Digital marketing diploma will be advantageous.
- At least four years practical professional work experience in communication and or marketing.
- Experience in working independently as well as in a team-oriented and collaborative environment is essential.
- Experience in working within the Public Service sector or NGO's will be advantageous.
- An excellent understanding of digital media.
- An understanding of innovation will be an added advantage.
- Proven experience and demonstration of mastery with Microsoft Office computer packages such as Excel, Word and Access.
- Well articulate in the English language written (Public Speaking).
- A willingness to undertake further training and development.
- A willingness to travel locally and internationally.
- Namibian Citizenship.

Competency requirements

- Diverse
- Excellent attention to detail.
- Excellent creativity skills.
- Flexibility
- Dynamic
- Integrity
- Creative and Innovative
- Excellence orientation
- Interpersonal Skills
- Ability to work in a team setting.
- Presentation Skills.

Are you interested?

We offer an attractive package commensurate with qualifications and experience. The closing date is **10 April 2018** and suitably qualified Namibians are encouraged to apply. We request that you e-mail your CV in word or PDF text format to admin6@potentia.com.na for the attention of **Ms Tangi Mumbalu**. 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.**

