

# Communications Specialist

## The Company

Our client understands that every individual is unique, therefore they make sure to cater to the individual needs of each client. Our client operates on an African platform that influences individuals in different countries, giving them the access to change countless lives within SADC. In the Namibian context, our client has become renowned as the leading administrator in the health industry. Integral to the service proposition is that it remains relevant and proficient conscious of the ever changing context of the industry and economic/social climate. Cognisant that a sustainable world is one in which every individual is healthy and can function optimally, our client pledges to deliver quality, yet affordable services to extend their reach. Across a wide spectrum of recipients, namely infants to those who are in high risk industries, our clients' primary concern is the preservation of health. To champion the customer experience practice, our client is looking for an innovative and dynamic individual who is able to capture audiences on different platforms and provide an unmatched consumer capability know-how.

## The Position

This position reports directly to the Marketing Manager. You will assume an important role in communication with internal and external stakeholders. As the protagonist for marketing and communications, you are a key player in client retention and expansion, hence important for you to remain innovative and relevant. You will primarily be responsible for; communication, engaging stakeholders, event coordination, designing and project management, whether through traditional and non-traditional mediums. You will manage external and internal communications whilst promoting a positive public image and control the dissemination of information on behalf of the organisation. You will play a central role in the development of corporate communication strategies, managing internal communications and drafting content for mass media. You are the custodian of the brand which extols integrity and empowering those engaging with the end product. An overriding focus on service delivery, quality assurance, excellence and authenticity is needed to create impact and engage trust and confidence.

### Key areas of focus:

- **Stakeholder engagement:** Know the type and array of communication to be shared with relevant stakeholders. Create a constant presence, engage, assess, respond to evolving needs, intercept situations and offer solutions and support.
- **Advert writing:** Using radio and print media as key platforms for communicating the brand value proposition to consumers.
- **Event Coordination:** Forecast and oversee the events management plan for each of the projects undertaken. Integrate and facilitate compliance and protocol for engagement and collaborate to align choicest products, services and information for the occasion.
- **Liaison:** Connect and share information between vendors and relevant departments to create awareness and to guarantee that events hosted by the organisation is successfully launched.
- **Designing:** Craft written and visual communication that connects with clients. Marketing content design must be tailored and compelling to the targeted demographic.
- **Copywriting:** Content design must draw the clients to the brand and retain loyalty and must appeal to existing and potential consumers.
- **Project management:** Actively participate in secured projects, provide support, solutions, decision-making and assure performance on project level activity.
- **Research:** Gather marketing intelligence, gain insights of trends in the economy and client needs. Analyse research data to observe and suggest how to best introduce and present new products and/or existing products.

## The Person

### Minimum requirements:

- Ideally a degree in Public Relations or related field from a recognised tertiary institution.
- At least 2 years' experience in a corporate environment.
- Events management experience would be an added advantage.
- Exceptional communication and copywriting skills
- Know how of Indo Design and Photoshop.
- Experience in Graphic Designing
- Functional skills in copywriting and editing
- Proficient in MS Word, PowerPoint and Excel.

### Competency requirements:

- Detail oriented and a strong work ethic.
- Provide constructive feedback to ensure team progress.
- Demonstrates a creative orientation and will naturally take the lead.
- Able to work independently with minimal supervision.
- Effectively communicate and present information to be concise, accurate and easily comprehensible.
- Work collaboratively within a group.
- Appreciate the need to meet customer requirements and excellence to the tasks at hand.
- Agile and can adjust to a dynamic environment.
- Solutions oriented and innovative to ensure ongoing improvement.
- Display the ability to organize, plan and handle job related administrative matters.
- Establish contacts and channel information effectively with stakeholders.

## Interested?

Our client offers an attractive package commensurate with qualifications and experience. The closing date is **30 August 2018** and suitably qualified Namibian individuals are encouraged to apply. We request that you e-mail your CV to **admin6@potentia.com.na** for the attention of **Mr Bradley van Neel**. If you have not received an acknowledgement of your application within 2 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.**