

FULL JOB DESCRIPTION

MARKETING AND COMMUNICATIONS OFFICER

Nature of Role: Permanent
Reporting to: The Manager: Marketing and Communications
Duty Station: Windhoek
Job Grade: N\$410,000.00 – N\$440,000.00 per annum

In order for the National Art Gallery of Namibia (NAGN) to support its mandate and sectoral developments, we seek a dynamic and energetic individual to take on the role of Marketing and Communications Officer.

PRIMARY PURPOSE OF THE JOB:

The primary role of the Marketing and Communications Officer will be to assist the Manager: Marketing and Communications to coordinate and implement the NAGN's marketing and communications activities. This role will support the NAGN's visibility, promote its public programmes and initiatives, and strengthen public engagement. Further, this role will ensure consistent branding, effective media relations, and the development of strategic content across various platforms to support the institution's objectives and outreach efforts.

KEY PERFORMANCE AREAS:

- Facilitate information exchange with all stakeholders and engage in relationship-building activities
- Generate content for use in various communication mediums
- Compile the electronic newsletter and other NAGN publications
- Assist with the compilation and distribution of all publications and marketing materials required
- Maintain the NAGN website and other identified social mediums
- Develop press content – ensure that media releases and other documentation are available to the media timeously and on an ad hoc basis
- Liaise with, and monitor and evaluate the Media
- Collect and document information relevant to the NAGN
- Produce creative communication materials for use in media campaigns
- Ensure up-to-date marketing information and materials at the NAGN offices, stakeholders, exhibitions, information sessions and ad-hoc events
- Assist to organise and coordinate all marketing and brand-related events
- Assist to coordinate and implement marketing campaigns
- Coordinate photographic documentation of NAGN events
- Ensure maximum exposure and positive brand development of the NAGN locally, within the region and internationally
- Implement initiatives to improve the NAGN's visitor figures and to reach all communities effectively
- Collect information and do research to improve marketing programmes and support to other departmental units
- Draft surveys on public perceptions of the NAGN
- Update and manage the NAGN Database
- Deal with media inquiries in consultation with the Manager: Marketing and Communications
- Assist curators with arrangements and actual informative tours done with the media
- Assist with communication support to all sections of the NAGN
- Provision of monthly information (accurate data and informative commentary) within the areas of responsibility for performance management purposes
- Involvement in annual impact reports for funding purposes
- Undertaking other duties as assigned by Manager: Marketing and Communications

CORE COMPETENCIES

- Proficiency in office management software and design software such as Photoshop, InDesign, Illustrator and Premiere Pro
- Demonstrable ability to write engaging, articulate, fluent and grammatically correct communications tailored to different audiences
- A critical understanding of visual communication and the ability to visualise or conceive photographic compositions to support and convey specific messages and ideas

- Outstanding verbal and written communication skills
- An understanding of social media strategies and media relations
- Good interpersonal skills: must have the ability to work well within a team
- Good organisational skills: must have the ability to prioritise workload and manage tasks timeously
- Creative, innovative and can take initiative
- A positive attitude, strong work ethic, ability to adapt and solve problems
- Strong attention to detail

QUALIFICATIONS AND REQUIREMENTS

- A bachelor's degree (NQF level 7) in journalism, communications, media studies, public relations, marketing or any other relevant equivalent qualification
- A minimum of two (2) years' relevant working experience

Prospective candidates who meet the requirements should submit their application, accompanied by certified copies of qualifications, certificate of conduct and supporting documents to shr@nagn.org.na. No hand delivered applications will be accepted. For enquiries, please contact the Senior Human Resources Officer at 061231160.

NB: Persons from previously disadvantaged groups who meet the requirements are encouraged to apply. Only shortlisted candidates will be contacted.

CLOSING DATE – FRIDAY, 19 DECEMBER 2025 AT 10H00