

Vacancy at N/a'an Ku Se Wildlife Experience - HQ

An exciting and challenging opportunity is available for a **Marketing Manager** to join our team. The successful incumbent will be based at the N/a'an Ku Se Head Office, 2 Chapman Street, Klein Windhoek.

Overview:

The Marketing Manager will play a pivotal role in supporting the Sales and Marketing Director by managing all marketing aspects of the N/a'an ku sê Group, ensuring brand consistency, driving strategic marketing initiatives, and enhancing brand awareness across multiple platforms. This individual will oversee day-to-day marketing activities, manage relationships with external agencies, support content and design needs, and assist with event coordination and sponsorship management.

Main Responsibilities (but not limited to):

1. Marketing Strategy & Execution

- Collaborate with the Sales and Marketing Director to implement the N/a'an ku sê Group's marketing strategy.
- Manage the marketing agency in line with objectives set by the Sales and Marketing Director, ensuring consistent and impactful campaigns.
- Develop and execute marketing initiatives that enhance the N/a'an ku sê Group's online and offline presence, maximising reach and brand loyalty.

2. Content Management & Approval

- Review and approve digital and online content, ensuring it aligns with brand guidelines and supports strategic objectives.
- Coordinate with the marketing agency and in-house teams to produce, refine, and optimise content across various platforms, including social media, websites, newsletters, and advertisements.

3. Marketing Administration & Reporting

- Maintain accurate and up-to-date marketing records, including budget tracking, content calendars, and performance reports.
- Compile data-driven reports that analyse marketing campaign performance and identify opportunities for growth and optimisation.
- Develop proposals based on data insights to support strategic marketing decisions.

4. Design Support & Printable Advertisements

- Assist with the creation of design assets for print advertisements, ensuring brand consistency and appeal.
- Work closely with the agency and in-house designers to produce visually compelling print and digital materials as needed.

5. Event & Activation Support

- Assist the Sales and Marketing Director with organising and executing marketing events, company functions, and brand activations.
- Support the planning and coordination of brand awareness initiatives, ensuring smooth execution and positive brand representation.

6. Sponsorship Management

- Oversee sponsorship approvals, ensuring they align with the N/a'an ku sê Group's values and objectives.
- Promote sponsorships through appropriate channels to maximise brand awareness and foster positive community engagement.

7. Additional Administrative Support

- Perform various administrative tasks as requested by the Sales and Marketing Director, providing organisational support for marketing operations.

Job requirements and skills:

- **Education:** Dipolma or simillair certification in Marketing, Business Administration, or a related field.
- **Experience:** Minimum of 2-3 years in a marketing role.
- **Technical Skills:** Proficiency in marketing platforms, analytics tools (Google Analytics, social media analytics), and familiarity with design tools (CorelDraw Graphic Suite or Adobe Creative Suite or is a plus).
- **Communication:** Strong written and verbal communication skills, with a keen eye for detail and brand consistency.
- **Project Management:** Ability to manage multiple projects simultaneously, meet deadlines, and adapt to changing priorities.
- **Data-Driven Mindset:** Skilled in analysing data to inform strategic decisions and support marketing effectiveness.

Additional Information:

The ideal candidate is a proactive, detail-oriented individual who enjoys working collaboratively with cross-functional teams and external partners. This role offers an exciting opportunity to shape the marketing landscape for the N/a'an ku sê Group, supporting its mission and enhancing its brand presence.

Closing date for applications: 15 November 2024

To apply for this position, please email your CV to jobs1@naankuse.com. Please note that we are an eco-friendly and paperless company, therefore hand-delivered CVs will not be accepted.

The reference should be **Marketing Manager at HQ**

CVs with incorrect subject lines will not be considered

Only short-listed candidates will be contacted

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