



## Career Opportunities at Bank BIC Namibia

*Suitably qualified and highly motivated candidates are invited to apply for the following position.*

### **MARKETING OFFICER (WINDHOEK)**

*Bank BIC is looking for a new Marketing Officer reporting directly to the executive team and working in conjunction with the sales team.*

#### **Job Purpose**

*The emphasis of this position is to have an all-in-one inbound marketing professional, that oversees the company's strategies, campaigns, and activities, both internally and externally; establish healthy media relationships, networking processes and product awareness.*

#### **Key Responsibilities**

- *Planning and organizing marketing events and exhibitions for the promotion of products and capture potential markets.*
- *Create content regularly to grow the company's footprint (press releases, corporate announcements, and creative content).*
- *Plan budget of advertising and negotiate with the ad agencies, insuring cost-effective strategies.*
- *Research competitors and study market to maximize brand promotion*
- *Assist with product development, content, and pricing strategies.*
- *Manage product advertising, packaging, merchandise, and branding.*
- *Educate both internal and external stakeholders about our product features and their benefits*
- *Establish closed-loop analytics with sales continually refining our process to convert customers.*
- *Build and manage the company's social media profiles and presence - Website, LinkedIn, Intranet Platform, Client Support email management*
- *Assist with event planning, including working with vendors, event coordinators, design teams and sponsorships.*

#### **Core Behavioural Competencies:**

- *Customer Service driven*
- *Creative and good copywriting skills*
- *Excellent communication and interpersonal skills are essential*
- *In depth budgeting and financial knowledge*
- *Research skills and analytic approach*
- *Innovative, adaptable, and multi-tasker*
- *Excellent knowledge of the bank's products and business practices*
- *Ability to manage multiple projects at the same time in a fast-paced, and high energetic work environment*

#### **Education & Experience Requirements:**

- *Diploma/Degree in Marketing/Communications/Banking Business Administration or related fields.*
- *At least 3 years' experience in a similar marketing role.*
- *Proficient using of Microsoft tools (Excel, MS PowerPoint, Publisher, Access, Word, PDF)*
- *Experience in content management systems - CMS and cloud-based platforms.*
- *Understanding Banking products and systems*
- *Excellent industry and market knowledge*
- *Multi-Lingual will be an added advantage*
- *Drivers License*
- *Namibian citizen*

*Applications accompanied by a detailed CV (which must include a career outline to date) and motivation letter should be forward via email to: [hresources@bankbic.na](mailto:hresources@bankbic.na).*

**Closing date: 06 November 2020**