



Career Opportunities at Bank BIC Namibia

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

MARKETING ASSISTANT/OFFICER (WINDHOEK)

Bank BIC is looking for a new Marketing Assistant/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.
- Coordinating and enforcing branding guidelines and standards across departments and business lines
- 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, testing from user optics and pricing strategies.
- Manage product advertising, packaging, merchandise, and branding.
- Educate both internal and external stakeholders about our product and services 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, and others, Intranet Platform and email marketing
- Assist with event planning, including working with vendors, event coordinators, design teams and sponsorships.
- Oversee all communication regarding Client Support and Customer Complaints

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)
- Thorough understanding and expertise of social media platforms, tools and Web Analytics
- Proficiency in design tool will be an advantage
- 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.

Closing date: 15 January 2022