



VACANCY

WINDHOEKER MASCHINEN FABRIK (WMF 1998) (PTY) LTD

A subsidiary of August 26 Group of Companies

EXECUTIVE: MARKETING

THE POSITION REPORTS TO THE MANAGING DIRECTOR

JOB PURPOSE:

The purpose of this position is to:

- track and analyze the performance of advertising campaigns,
- manage the marketing budget; and
- ensure that all marketing material is in line with the company's brand identity.

KEY ACCOUNTABILITIES:

Strategic Planning and Execution:

- Develop and implement strategies by identifying target audiences, setting marketing objectives, and crafting messaging that resonates with customers.
- Deploy successful marketing campaigns and own their implementation from ideation to execution.
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis.
- Produce valuable and engaging content for the company's website and blog that attracts and converts target groups.
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely.
- Identifying industry trends and incorporating new ideas into marketing strategy.
- Developing, managing, and executing quarterly or annual marketing plan (for the entire marketing department or your specialized area).
- Analyse consumer behaviour and adjust email and advertising campaigns accordingly.
- Oversee and approve marketing material, from website banners to hard copy brochures and case studies.

Stakeholder Engagement:

- Build strategic relationships and partner with key industry players, agencies and vendors.
- Defining and/or updating the key performance indicators (KPIs) relevant to marketing efforts, tracking success towards those goals, and providing accurate stakeholder updates.
- Working with the cross-functional teams, across the different regions.
- Creating training programs with education department.
- Coordinating various aspects of key global conferences such as ASCO, etc and promotional events.

Performance Measurement and Reporting:

- Measure and report on the performance of marketing campaigns, gain insight and assess against goals.
- Researching industry trends and staying on top of best practices.
- Maintaining digital subject matter expertise rooted in best practices while demonstrating new, innovative thinking.

DIRECTORS: COL P. ANTON, (MANAGING DIRECTOR), EXECUTIVE DIRECTOR

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E-mail: info@wmf.com.na, Website: www.wmf.com.na

Qualifications and Experience Requirements:

- Bachelor's degree in Marketing, Business Administration or relevant field.
Minimum of 5 years' experience in relevant areas of work.

Knowledge and skills:

- Demonstrable experience in marketing together with the potential and attitude required to learn.
- Hands-on experience with web analytics tools.
- Ability to turn creative ideas into effective advertising projects.
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate.
- Solid knowledge of website analytics tools .
- Experience in setting up and optimizing campaigns.
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets.
- A sense of aesthetics and a love for great copy and witty communication.
- Up-to-date with the latest trends and best practices in online marketing and measurement.

Interested persons who meet the requirements are invited to submit a Letter of application, Curriculum Vitae and certified copies of qualifications and ID to:

The Managing Director
13 Bessemer Street
Southern Industrial
Windhoek

Enquiries can be directed to: panton@wmf.com.na or futurecompliance@gmail.com

As per Affirmative Action (Employment) Act, Act 29 of 1998, Namibian Citizens from disadvantaged groups and persons with disabilities will receive preferential treatment and are encouraged to apply.

Only shortlisted candidates will be contacted, and no documents will be returned. No faxed applications will be accepted.

Late applications received after the closing date will not be considered.

WMF reserves the right not to make an appointment.

CLOSING DATE FOR APPLICATIONS: FRIDAY, 27 JUNE 2025