



VACANCY

MANAGER: COMMERCIAL SERVICES, C5

Namibia Press Agency (NAMPA) is looking for Manager: Commercial Services, Paterson grade C5, who will be reporting to the Chief Executive Officer (CEO).

Purpose of the Position

The purpose of the position of Manager: Commercial Services is to lead the marketing of existing products and services as well as the development of new products and services of the Agency, maintain and promote business and investment growth. To regularly conduct market research and interpret market requirements, to engage with corporate clients, to check all client invoicing, payments and follow-up if necessary, and do monthly analysis on relevant documents in conjunction with the Finance Division. Be the Agency's focal point on matters pertaining/related to commercial and revenue generation.

Key Responsibilities:

- Manages and coordinates all marketing, advertisement and promotion of the Agency's products and services.
- Conducts a market research to identify current and future needs of corporate clients.
- Designs innovative products and services to meet existing and latent customer needs.
- Develops a brand identity for the Agency to become easily associated with client need fulfilment.
- Develops pricing strategies to meet long-term revenue requirements of the Agency while meeting customers' expectations.
- Formulates, directs and coordinates business activities and policies to promote products and services by liaising with advertising and promoting Agencies.
- Directs the hiring, training, and performance evaluations of commercial services staff and oversee their daily activities.
- Negotiates contracts with clients and service providers of the Agency on marketing matters to manage products and services productions, networks and develop strategies thereof.
- Analyzes customer research, current market conditions and competitor's information to find a sound position of the Agency's products and services.
- Develops and implement marketing plans and projects for new and existing products and services of the Agency.
- Expands and develops marketing platforms for the distribution of the Agency's products and services.
- Manages the productivity of the commercial plans and projects, monitors, reviews and reports on all commercial activities and results.
- Determines and manages the marketing budget by delivering marketing activities within agreed budget.
- Reports on Return-On-Investment by evaluating the financial aspects of product development, such as budgets, expenditures, research and development appropriations, profit/loss projections.
- Ensures effective public relations (PR) and client relationship is provided to all Agency

stakeholders.

- Negotiates with suppliers the subscription fee agreements and assess news service relevance.
- Ensure customer service and satisfaction to boost demand for Agency's products and services.
- Managers and evaluates performance of staff within your department.
- Produces monthly, quarterly, and annual reports on commercial services matters, as requested by the CEO.

Competencies Requirements:

- Excellent written and verbal communication skills and persuasiveness.
- Problem analysis and solving.
- Interpersonal relationship

Education and Experience Requirements:

- Degree in Marketing or equivalent professional qualification.
- At least five (5) years of experience in business development, marketing and sales as well as managing commercial services.
- Proven experience in market research and client relations management.
- Relevant product and industry knowledge.
- Technical marketing planning, implementation and business control skills, creativity, decision making and strategic thinking.

Closing Date of Application: Friday 22 September 2017

Interested candidates should forward their comprehensive CV and all relevant documents, stating the position title as a subject to recruitment@nampa.org

Or hand deliver at Corner of Keller and Eugene Marais Street, (opposite National library/achieve), Windhoek

Only short-listed candidates will be contacted. No documents will be returned.