JOB DESCRIPTION

A. POSITION INFORMATION	
Job Title	Executive: Marketing and Sales
Department	Marketing and Sales
Division	Marketing and Sales
Duty Station	Windhoek
Reports to Position	Managing Director
Number of Direct Reports	1
Job Description Completion Date	April 2026
PATERSON GRADING OUTCOME	E2

B. PRIMARY PURPOSE OF THE POSITION
To strategically lead and direct the planning and execution of marketing and sales activities, stakeholder engagement, customer service, and product research and development for current and future products in contributing to the achievement of the organisation's goals and objectives.

C. ORGANISATIONAL STRUCTURE	
Incumbent's Superior (1 Level)	Managing Director
Incumbent's Job title	**Executive: Marketing and Sales**
Incumbent's Subordinates (Level 1) [Title/-s and Number/-s per Position]	Manager: Marketing and Sales (x1)

D. JOB SPECIFICATIONS	
Minimum Academic Qualification	A Master's Degree in Marketing, Management, Economics, Finance, or Business Administration.
NQF Level (1-10)	NQF Level 9.
Minimum Experience Required	Seven (7) years of relevant experience in Marketing, Management, Economics, Finance, or Business Administration, of which three (3) years should have been on management level.
Legal / Professional Requirements / Licenses	A Valid Driver's License (Code B).

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E. CORE COMPETENCIES		
Knowledge	*Skills*	*Behaviour*
Microsoft Office Suite.	Strategic Leadership.	Ability to work under pressure.
Creativity and Public Relations; and Commercial awareness.	Written and verbal communication skills.	Innovative and self-starter.
Relevant legislation, laws, and regulations, and best practices (e.g., NAMFISA and insurance related regulations).	Interpersonal and Professional Writing skills.	Ethical, integrity, and confidentiality.
Insurance/ underwriting/ policy administration processes, principles, methodologies, and best practices.	Analytical, decisive, and problem-solving skills.	Detail-oriented, precision, and accuracy.
Strategic planning, business risks, change management, and business process improvements.	Organisational and time management skills.	Resilience and team player.

F. Key Performance Areas	Critical Tasks
1. Strategy Formulation, Planning, and Forecasting	1.1 Formulate long-term marketing and sales strategies aligned with the NASRIA's vision, mission, and overall objectives to ensure sustainable growth and profitability. 1.2 Lead the annual strategic marketing and sales strategic planning process, including budgeting, forecasting, and resource allocation, to ensure alignment with organisational goals. 1.3 Analyse market trends, economic conditions, and industry dynamics (specific to the insurance sector) to identify opportunities/threats and risks and integrate findings into strategic marketing and sales plans. 1.4 Develop and maintain complex marketing and sales models to project future performance, supporting strategic decision-making and resource allocation/investment planning. 1.5 Evaluate potential business opportunities, partnerships, and investments, providing strategic recommendations based on comprehensive analysis and risk assessment.

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F. Key Performance Areas	Critical Tasks
	1.6 Develop and implement performance metrics and reporting systems to monitor progress against strategic objectives, ensuring timely adjustments and effective execution of plans.
2. Budgeting and Financial Reporting	2.1 Develop and oversee departmental budget for activities. 2.2 Manage budget vs actuals, and report over expenditure to the Managing Director. 2.3 Identify cost-saving opportunities without compromising on quality. 2.4 Submit recommend adjustments to the budget based on performance and market conditions to the Managing Director.
3. Policies and Procedures	3.1 Develop and implement policies and procedures on all areas of marketing and sales management in line with current legislation and good corporate governance. 3.1 Direct and advise the Managing Director on legislative matters involving various functionalities and conformities of marketing and sales management in the company. 3.2 Align NASRIA marketing and sales processes as identified with key stakeholders. 3.3 Evaluate existing policies and procedures to determine areas for improvement.
4. Risk Management	4.1 Develop and implement comprehensive risk management policies, procedures, and frameworks to identify, assess, monitor, and mitigate insurance and general risks. 4.2 Conduct risk assessments to define, analyse, and prioritise risks based on NASRIA established criteria, including costs, legal requirements, environmental factors, and previous risk handling. 4.3 Collaborate with internal/external stakeholders to maintain compliance with regulatory requirements

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F. Key Performance Areas	Critical Tasks
	and industry standards related to insurance and general risk management. 4.4 Monitor insurance claims and loss trends, analysing data to identify areas for risk reduction and cost-effective insurance coverage. 4.5 Oversee and manage Namibia Financial Institute Supervisory Authority (NAMFISA) compliance, Levi, and Broker Commissions to mitigate any risks. 4.6 Provide regular reports and updates to the Managing Director and the Board of Directors on the status of insurance risk and general risk management efforts, highlighting key findings and recommendations for improvement.
5. Staff Management	5.1 Manage all aspects related to daily staff requirements, including absenteeism through counselling, and/or processing of staff leave requests. 5.2 Formulate workforce planning and assign duties to subordinates accordingly. 5.3 Oversee that job descriptions of subordinates are aligned according to the approved company structure. 5.4 Manage staff performance through a performance management system with personal and training development plans, addressing competency gaps through coaching and counselling. 5.5 Manage NASRIA Code of Conduct, related policies, and enforce discipline when necessary. 5.6 Manage departmental recruitment and staff requirements to achieve NASRIA's objectives.
6. Marketing Management and Administration	6.1 Develop strategic marketing plans aligned with NASRIA's strategic plan to increase market share and income. 6.2 Manage, plan, and oversee daily marketing activities in accordance with the marketing plan. 6.3 Plan and implement promotional campaigns.

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F. Key Performance Areas	Critical Tasks
	6.4 Analyse joint potential strategic partner relationships for company marketing. 6.5 Conduct market research, draw inferences, and identify and recommend opportunities for growth. 6.6 Manage stakeholder involvement to promote the success of marketing activities. 6.7 Present marketing presentations on various platforms. 6.8 Evaluate the success of marketing campaigns within the marketing and sales department. 6.9 Manage the publications for marketing creative designs and corporate branding of promotional items, etc. 6.10 Identify and coordinate the distribution of promotional items and maintain sufficient stock levels for the financial year. 6.11 Liaise with all departments to identify the nature of enquiries to trend the needs and wants of clients and stakeholders. 6.12 Take responsibility for NASRIA brand name management and corporate identity. 6.13 Manage all electronic and print marketing campaigns, including a wide range of marketing materials and methods. 6.14 Maintain effective internal communications with various departments to ensure constant involvement and participation in marketing events. 6.15 Manage customer satisfaction surveys and maintain Customer Satisfaction Index.
7. Sales Management	7.1 Oversee set sales targets and objectives for the sales team. 7.2 Manage sales strategies to achieve revenue targets. 7.3 Manage sales performance and analyse sales data to identify areas for improvement.

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	7.4 Oversee provision for sales team with training and support to enhance their performance. 7.5 Oversee regular sales meetings to review progress and address challenges. 7.6 Build, maintain, and manage strong relationships with key clients and partners.
8. Stakeholder Engagement and Public Relations	8.1 Collaborate with relevant national, regional, and international industry stakeholders as required. 8.2 Confer with stakeholders, organisation officials/regulatory bodies, or staff members to discuss issues, coordinate activities, or resolve problems. 8.3 Establish departmental responsibilities and coordinate functions among departments. 8.4 Provide Strategic and Operational advice to all Stakeholders. 8.5 Manage the company website and social media platforms. 8.6 Act as Public Relations Officer (PRO) and respond, in consultation with the Managing Director, on behalf of the company. 8.7 Manage communication requirements and implement improvements. 8.8 Oversee the company's newsletter and other media releases. 8.9 Build and maintain strong communication links with stakeholders according to company standards. 8.10 Maintain effective internal communication systems to ensure all relevant company functions are kept informed of marketing and company objectives. 8.11 Draft and implement client and stakeholder engagement plans. 8.12 Prepare all content for official publications and oversee distribution. 8.13 Liaise with media stakeholders to ensure timely

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	publication for impact. 8.14 Act as custodian of the company's corporate responsibility policy.

Declaration:

I hereby acknowledged that the above job description is a broad indication of the job specifications with the focus on the outputs that I will be responsible for. From time to time the I may be required to undertake other duties reasonably expected from me. Kindly note that no job description will be regarded as a precise specification of duties but rather as a guide to the main responsibilities.

Employee:

_____ _____
Employee Name Signature

Date: _____

_____ _____
Exco/Line Manager /Supervisor Signature

Date: _____