JOB DESCRIPTION

A. POSITION INFORMATION	
Job Title	Manager: Sales & Marketing
Department	Sales & Marketing
Division	Sales & Marketing
Duty Station	Windhoek
Reports to Position	Executive: Sales & Marketing
Number of Direct Reports	1
Job Description Completion Date	**November 2026**
PATERSON GRADING OUTCOME	**D1**

B. PRIMARY PURPOSE OF THE POSITION

To translate the sales and marketing strategy, policies and annual targets approved by the Executive into coordinated operational plans and activities. The position manages the day-to-day delivery of sales, marketing, brand, customer engagement and stakeholder communication activities across NASRIA's distribution channels; monitors operational performance and service delivery; and provides market, customer and product intelligence to inform executive decisions. The role is accountable for execution, operational control and delivery of agreed targets, rather than setting the organisation's overall commercial direction or strategy.

C. ORGANISATIONAL STRUCTURE	
Incumbent's Superior (1 Level)	Executive: Sales & Marketing
Incumbent's Job title	Manager: Sales & Marketing
Incumbent's Subordinates (Level 1) [Title/-s and Number/-s per Position]	As per the approved organisational structure

D. JOB SPECIFICATIONS	
Minimum Academic Qualification	An Honour's Degree in Sales, Marketing, Business Administration, Commerce, Public Relations, Communications or a related field (an NQF Level 9 is an added advantage).
NQF Level (1-10)	NQF Level 8; NQF Level 9 is an added advantage
Minimum Experience Required	Five (5) years of relevant experience in sales, marketing, brand management, compliance or public relations within financial services, regulatory environment or insurance, of which at least two (2) should have been on a supervisory or officer level.
Professional Requirements	Registration or professional membership with a relevant body (e.g., Institute of Marketing Management [IMM] or Public Relations Institute of Southern Africa [PRISA]) is an added advantage
Licenses	A Valid Driver's License (Code B).

E. CORE COMPETENCIES

Knowledge	*Skills*	*Behaviour*
• NASRIA's insurance products, special risks underwriting processes, policy administration and distribution channels.	• Operational sales planning, distribution channel coordination and sales funnel management	• Approachable, service-driven, and resilient under tight deadlines.

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• Applicable insurance legislation, NAMFISA requirements, statutory levies and internal policies relevant to sales and marketing operations.	• Performance analysis, reporting and preparation of management information	• High level of ethics, integrity, and strict confidentiality.
• Digital marketing platforms, social media management, customer relationship management (CRM) tools and sales reporting systems.	• Campaign coordination, digital content management and CRM utilisation	• Innovative self-starter with entrepreneurial drive.
• Market dynamics, intermediary distribution, customer needs, competitor activity and commercial performance indicators.	• Stakeholder relationship management, negotiation and service recovery	• Result-oriented with high attention to detail and precision.
• Brand standards, campaign delivery, corporate communications and customer engagement practices.	• Project coordination, event management and delivery monitoring	• Resilience and strong team leadership capabilities
• Operational processes, records management, budget monitoring and internal control requirements.	• Problem-solving, prioritisation, documentation and operational process improvement	• Empathy and customer-centric mindset.
F. Key Performance Areas/Indicators (KPIs)	**Critical Tasks**	
1. Sales Execution & Distribution Performance. Compliance monitoring.	1.1 Translate the sales strategy and targets set by the Executive into annual, quarterly and monthly operational sales plans. 1.2 Coordinate implementation of sales plans across approved distribution channels, including insurance brokers, agents and cover-holders, in accordance with agreed targets and delegated authority. Ensure regulatory compliance for intermediaries. 1.3 Monitor sales pipeline activity, premium production, policy uptake, renewals and intermediary performance against approved targets. 1.4 Conduct regular pipeline reviews and operational sales meetings; identify performance gaps and implement corrective actions within delegated authority, escalating material matters to the Executive. 1.5 Coordinate with Underwriting, Policy Administration and Finance & Administration to support accurate intermediary records, commission administration, statutory levy processes and related reconciliations; investigate and escalate exceptions.	
2. Marketing, Campaigns & Brand Execution	2.1 Develop operational campaign plans and execute approved marketing initiatives across digital, print, broadcast and social media channels.	

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	2.2 Apply and monitor compliance with NASRIA's approved brand guidelines across marketing collateral, presentations, advertising and public-facing materials. 2.3 Coordinate the sourcing, production and distribution of marketing literature, corporate merchandise and promotional materials in accordance with approved procurement and budget processes. 2.4 Maintain and update the corporate website, intranet content and official social media platforms in line with approved communication plans and access controls. 2.5 Monitor campaign delivery, expenditure and performance, assess return on investment (ROI), and submit results and recommendations to the Executive.
3. Stakeholder Engagement, Public Relations & Communications	3.1 Implement the stakeholder engagement and communication plans approved by the Executive, maintaining effective day-to-day relationships with clients, brokers, regulatory bodies and industry partners. 3.2 Coordinate trade shows, exhibitions, open days, customer information sessions and other approved stakeholder events. 3.3 Prepare draft internal and external communications, press releases, newsletters, speech notes and corporate publications for review and approval in accordance with delegated authority. 3.4 Coordinate responses to routine media and public relations enquiries; refer sensitive, reputational or policy matters to the Executive and obtain approval before issuing official responses. 3.5 Monitor industry developments, customer feedback, social sentiment and competitor activity, and provide timely analysis and recommendations to the Executive.
4. Market Intelligence, Customer Experience & Product Support	4.1 Conduct market research, customer surveys and competitor analysis in accordance with priorities set by the Executive, identifying customer needs and potential market opportunities. 4.2 Provide research, data and operational input to support the Executive's assessment and development of new or enhanced insurance products and service offerings. 4.3 Monitor customer satisfaction information and service trends; coordinate the resolution of routine customer complaints and escalate complex or material complaints in accordance with approved procedures. 4.4 Prepare product, market and customer experience reports, including findings and options, for the Executive's consideration; do not approve or launch products unless specifically delegated.
5. Operational Budgeting, Administration & Compliance	5.1 Provide input into the preparation of the departmental budget and prepare operational activity forecasts for

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	consideration by the Executive. 5.2 Monitor expenditure against the approved departmental budget, investigate variances, identify efficiencies and promptly report actual or anticipated overspending to the Executive. 5.3 Implement applicable statutory, regulatory and internal policy requirements in day-to-day sales and marketing activities; maintain operational controls and escalate compliance breaches, emerging risks and control weaknesses. 5.4 Maintain complete and retrievable records and audit trails for campaigns, contracts, procurement, intermediary interactions, customer engagements and departmental activities.
6. Team Supervision & Staff Development	6.1 Allocate and supervise the day-to-day work of direct reports, set operational priorities and review the quality and timeliness of deliverables. 6.2 Manage leave, attendance and routine section administration in accordance with company policies and approved systems. 6.3 Conduct performance check-ins, provide coaching and identify training and development needs; recommend appropriate interventions to the Executive. 6.4 Address routine conduct and performance matters at first-line level in consultation with HR, and refer formal disciplinary, grievance or employee-relations matters through the established procedures.

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 Details

Employee Name: _____ Signature: _____

Date: _____

Exco/Line Manager/Supervisor: _____ Signature: _____

Date: _____