

## EXTERNAL ADVERT

### **Vision**

*To be the catalyst in transforming the agricultural sector where every Namibian enjoys a quality life.*

### **Mission**

*To provide affordable and sustainable innovative financial solutions towards socio-economic development in Namibia.*

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### **Values**

*Customer Service  
Accountability  
Professionalism  
Fairness  
Integrity  
Transparency*



Agribank specializes in financing the entire value chain from land acquisition, production inputs, harvesting, transporting, processing, and marketing of the products at competitive interest rates.

Interested candidates with relevant qualifications and experience are hereby invited to apply for the following position:

**Position:** Digital Marketing Practitioner  
**Department:** Marketing & Communication  
**Duty Station:** Head Office  
**Contract:** Temporary (12 months)

### **Purpose of the Position**

The position will administer the Digital Marketing strategy through content development, social media community management, online brand management, raising awareness, communication and engaging across digital channels with key stakeholder groups. The incumbent will be responsible for producing, publishing, reporting and maintaining high-quality, optimized content on relevant social media and digital platforms. The role further works across the organisation leveraging digital platforms to promote and support brand management and enhance communication methods. To develop, execute and support digital marketing and advertising strategic initiatives in line with Agribank's needs, as well as drive content creation and management to enhance our brand purpose.

### **Key Performance Areas**

- Develop and manage the digital materials portfolio.
- Social media branding and marketing.
- Develop high-quality digital content for all social media platforms.
- Develop and manage website and intranet content.
- Digital brand management.
- Implement social media strategy.
- Events management.
- Personal development.
- Corporate communication and stakeholder management.

### **Minimum Educational Qualification and Experience Requirements**

- A relevant Degree in Communication Science/Journalism/Public Relations/Digital Marketing or Organisational Communication.
- Minimum of 3 years in Digital Marketing.
- Experience in design expertise and digital advertising acumen.
- Experience in Marketing & Communication will be an added advantage.
- Certificate in Adobe Creative Suite, video editing or related design software.
- PRISA registration will be an added advantage.

Agribank offer successful candidates a competitive remuneration package. Interested candidates can apply online by visiting [www.agribank.com.na](http://www.agribank.com.na)

**NB: No emailed, hand delivery or faxed applications will be accepted.**

**Qualified people from previously disadvantage groups and people with disability are encouraged to apply.**

**Closing date for applications: 07 December 2023**