



WE ARE HIRING



CAREER OPPORTUNITY

At Bokomo Namibia, a joint venture between the Frans Indongo Group (Namibia) and PepsiCo Inc, you get the best of both worlds: an entrepreneur's mindset plus reach and resources through our worldwide network. Bring your unique perspective. Bring curiosity. Bring ingenuity, and drive. We'll give you a platform to be daring.

Manager: Senior Brand – Re-advertisement

Reporting to the **Executive: Marketing** the position will be responsible the **Manager: Senior Brand** will take responsibility for the execution of marketing activities for all assigned brands to achieve business growth targets and increased brand awareness and brand profitability.

Key Responsibilities

- Planning, developing, implementing and monitoring the overall brand marketing strategy designed to achieve volume growth, profitability optimisation and increase in market share.
- Increase marketing brand awareness, strengthening existing marketing opportunities and partnerships and forging new ones.
- Implementation of marketing strategy, including marketing campaigns, content marketing, events and PR/Communications;
- Formulate and execute consumer research and draw up insights from research to establish consumer behaviours relating to purchase and consumption of the brands/products.
- Assume fiscal responsibility for budget reporting and monitoring.
- Produce and deliver executive reports identifying areas of opportunity and risk, budgetary spend, ROI and growth against volume and market share targets.
- Execute post-activity performance reviews to assess the effectiveness of all marketing activities.
- Timeous and effective delivery of all marketing campaigns for the brands (including execution of external and internal communication) to achieve business growth and market share targets.
- Drive and develop relationships and strategies with external media agencies, where required;
- Develop and explore channel growth and/or creation and develop growth levers to increase profitability;
- Commercial Planning and Reporting: Embed Value Management in all relevant commercial planning processes and provide inputs to support business decisions.
- Management of profit and loss statement, commercialisation and profitability within respective categories.

Qualification and Experience Required

- 3-year Diploma or bachelor's degree in marketing, finance, commerce, or similar.
- 5-8 years Marketing or Brand Management experience in a senior role within the FMCG environment.
- SAP and BI experience essential
- Advertising and production experience required
- Drivers Licence required
- Extensive knowledge of marketing strategies, channels, and branding



Submit Your Application
hrnamibia@bokomonamibia.com.na





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Skills and Knowledge

- Superb leadership, communication, and collaboration abilities.
- Exceptional analytical and problem-solving skills.
- Strong time management and organizational abilities
- Exceptional organizational skills.
- Comfortable operating with multiple projects and priorities.
- Attention to detail.
- Willing to challenge the status quo.
- Good analytical skills.
- Performance and execution orientated.

Closing date: 07 February 2025



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