

# BOKOMO™

## 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.

#### Graduate: Marketing (X2)

- Reporting to the **Executive Marketing**, the position will be responsible for the execution of marketing activities for all assigned brands / functions to achieve business growth targets

#### Key Responsibilities

- Generate briefs and oversee work of freelancers, agencies and other suppliers
- Timeous and effective delivery of all marketing campaigns for all brands to achieve business growth targets.
- Develop and deliver all marketing campaigns for products within specified budgets.
- Execute post-activity performance reviews to assess the effectiveness of all marketing activities
- Develop full understanding of the process of production of own produced products, and drive brand consistency and brand performance in terms of quality.
- Overseeing the respective brand's interactions with the public by executing social media platforms' content strategies.
- Assist in the execution of consumer research to establish consumer behaviours relating to purchase and consumption of the brands/products.
- Assist in maintaining the execution plan for trade marketing and "look of success" strategy.
- Executing and managing the roll-out of the trade marketing plan across regions and country
- Assist to ensure that a regular trade needs analysis is done and communicated to Senior Manager to integrate in creation of plans and strategies
- Manage and report on any competition activities. Moreover, ensure that winners are rewarded accordingly and communicated on social platforms

#### Qualification and Experience Required

- Degree or Diploma in Marketing or Sales
- Previous Internship or part-time roles in Marketing
- Advertising and production experience will be an advantage
- Valid Code B Namibian driver's license

#### Skills and Knowledge

- Strong communication and interpersonal skills
- Problem analysis and solving
- Adaptability

Eugenie Steenkamp  
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**Closing date: 22 April 2025**

**Submit Your Application**  
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