

The Organisation

Our client is a leading pharmaceutical group committed to advancing accessible, high-quality healthcare across Southern Africa. The organisation strives to make trusted, affordable medicines available to all, recognising that good health drives human potential. Through its integrated operations in manufacturing, distribution, and retail, it ensures a seamless and ethical supply of essential healthcare products. Anchored in integrity, innovation, and social responsibility, the company partners with global manufacturers and health institutions to strengthen local systems and uplift communities. With a vision to be the best, biggest, and finest in every market it serves, the organisation continues to shape a healthier and more equitable future for all.

The Region

Khomas | Windhoek

The Role

Reporting to the General Manager, the Marketing and Sales Manager will lead the development and implementation of the organisation's marketing and sales strategies, ensuring effective brand positioning, revenue growth, and client engagement. The ideal candidate is a strategic, performance-driven leader with solid pharmaceutical industry experience, a proven track record in sales and marketing, and the ability to manage diverse teams across multi-country markets. This role is vital to supporting the organisation's rapid regional expansion and long-term growth objectives.

Key areas of focus:

Sales Strategy & Growth:

- Formulate and implement sales strategies to achieve revenue targets.
- Identify and pursue new market segments and expansion opportunities.
- Provide field support to sales representatives to secure and retain clients.

Marketing & Brand Positioning:

- Design and execute campaigns to strengthen the organisation's market presence.
- Oversee promotional content, CPD events, and industry publications.
- Manage marketing budgets to ensure optimal ROI.

Market Intelligence & Product Development:

- Build and maintain strategic relationships with clients, regulators, and vendors.
- Represent the organisation at trade shows, conferences, and industry events.
- Develop partnerships that enhance distribution and brand visibility.

Stakeholder Engagement & Partnerships:

- Build strong partnerships with universities, TVET institutions, incubators, innovation hubs, and external investors.
- Contribute to strengthening entrepreneurial ecosystems across the region.

Leadership & Team Development:

- Lead, train, and mentor the marketing and sales team.
- Oversee recruitment, performance management, and professional growth.
- Provide field-based guidance to enhance team effectiveness.

What We Are Looking For

Compulsory requirements:

- Bachelor's degree in Marketing, Business Administration, or related field.
- Minimum 8 years' experience in the medical industry, preferably in sales, distribution, or marketing with at least 3 years in a managerial role with proven leadership experience.
- Strong knowledge of pharmaceutical market dynamics and product strategies.
- A science-related background or experience in the medical field is required.

Added advantages:

- Elementary qualification in Pharmacy to support product knowledge.
- Exposure to Namibian Market Operations
- Experience managing marketing campaigns in highly regulated environments.
- Science Background or Medical Industry Experience
- A science-related academic background or experience in the medical/pharmaceutical industry.

Competency requirements:

- Demonstrated ability to set and achieve sales targets.
- Strong interpersonal and communication skills.
- Analytical and strategic thinking ability.
- Proven experience in customer relationship management.
- Skilled in budget management, reporting, and marketing execution.

Interested in Pursuing this Opportunity?

Closing date: 22 October 2025, at 19:00.

Follow the application instructions on the Potentia website www.potentia.com.ng and upload a copy of your CV and supporting documents. All foreign qualifications must be evaluated by the Namibia Qualification Authority (NQA).

Suitably qualified applicants from designated group as defined in the Affirmative Action (Employment) Act, Act of 29 of 1998 are encouraged to apply. Only electronic applications and CVs submitted via the Potentia website will be accepted. Please consider your application unsuccessful if you are not contacted within 2 weeks of the closing date. Please note that our partner reserves the right to only employ individuals who fall within their retirement age guidelines and policies. Our client also reserves the right not to make any employment offer or appointment.