



JOB DESCRIPTION

A. POSITION INFORMATION	
Job Title	Executive: Sales and Marketing
Department	Sales and Marketing
Division	Sales and Marketing
Duty Station	Windhoek
Reports to Position	Managing Director
Number of Direct Reports	1
Job Description Completion Date	August 2025
PATERSON GRADING OUTCOME	E1

B. PRIMARY PURPOSE OF THE POSITION
<p>This role offers an exciting opportunity for a forward-thinking sales and marketing leader to shape NASRIA's brand, strengthen market presence, and drive sustainable revenue growth in a dynamic and evolving insurance landscape. In addition to leading strategic marketing initiatives, the incumbent will be expected to design and execute sales strategies that deliver measurable results, identify and convert new business opportunities, and build strong, lasting relationships with clients and stakeholders. The ideal candidate will combine creative brand-building skills with data-driven sales execution, thriving on independence and able to personally develop and implement impactful marketing campaigns and sales initiatives while inspiring the team to achieve ambitious targets.</p>

C. ORGANISATIONAL STRUCTURE	
Incumbent's Superior (1 Level)	Managing Director
Incumbent's Job title	Executive: Sales and Marketing
Incumbent's Subordinates (Level 1) [Title/-s and Number/-s per Position]	Broker consultant (x1)



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D. JOB SPECIFICATIONS	
Minimum Academic Qualification	Bachelor's degree in marketing, Business Administration, or related field. A master's degree in marketing/sales, Business Administration (MBA), Strategic Management, or a related field.
NQF Level (1-10)	NQF Level 9.
Minimum Experience Required	<ul style="list-style-type: none"> ○ Eight (8) years of relevant experience in Marketing, Management, Economics, Finance, or Business Administration, of which five (5) years should have been on management level. ○ Proven ability to independently plan and execute marketing initiatives from concept to delivery, ideally in a small or agile team environment. ○ Demonstrated success in using marketing as a direct driver of sales growth. <p>Key skills and Competencies:</p> <ul style="list-style-type: none"> • Energetic and adaptable, with a hands-on approach and willingness to personally create marketing content. • Strong personal brand and networking skills to build trust and engagement across diverse stakeholder groups. • Highly self-motivated, with a bias for action and the ability to deliver results without constant oversight.
Legal / Professional Requirements / Licenses	Valid Driver's License (Code B). Proficiency in digital marketing tools and platforms.

E. CORE COMPETENCIES		
Knowledge	Skills	Behaviour
Microsoft Office Suite.	Strategic Leadership.	Ability to work under pressure.
Creativity and Public Relations; and Commercial awareness.	Written and verbal communication skills.	Innovative and self-starter.
Relevant legislation, laws, and regulations, and best practices (e.g., NAMFISA and insurance related regulations).	Interpersonal and Professional Writing skills	Ethical, integrity, and confidentiality
Insurance/ underwriting/ policy administration processes, principles, methodologies, and best practices.	Analytical, decisive, and problem-solving skills	Detail-oriented, precision, and accuracy
Strategic planning, business risks, change management, and business process improvements.	Organisational and time management skills	Resilience and team player



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Digital marketing tools (e.g., Canva, Adobe Suite, CRM systems, social media platforms)	Strategic planning and execution	Energetic and innovative
Sales techniques and customer engagement.	Design, content creation and campaign management	Results-driven
Market research and analytics.	Communication and presentation	Team-oriented and adaptable
Branding and corporate identity.	Leadership and team management	High integrity and professionalism

F. Key Performance Areas	Critical Tasks
1. Strategy Formulation, Planning, and Forecasting	<p>1.1 Formulate long-term sales and marketing strategies aligned with the NASRIA's vision, mission, and overall objectives to ensure sustainable growth and profitability.</p> <p>1.2 Lead the annual strategic sales and marketing strategic planning process, including budgeting, forecasting, and resource allocation, to ensure alignment with organisational goals.</p> <p>1.3 Analyse market trends, economic conditions, and industry dynamics (specific to the insurance sector) to identify opportunities/threats and risks and integrate findings into strategic sales and marketing plans.</p> <p>1.4 Develop and maintain complex sales and marketing models to project future performance, supporting strategic decision-making and resource allocation/investment planning.</p> <p>1.5 Evaluate potential business opportunities, partnerships, and investments, providing strategic recommendations based on comprehensive analysis and risk assessment.</p> <p>1.6 Develop and implement performance metrics and reporting systems to monitor progress against strategic objectives, ensuring timely adjustments and effective execution of plans.</p>
2. Budgeting and Financial Reporting	<p>2.1 Develop and oversee departmental budget for activities.</p> <p>2.2 Manage budget vs actuals, and report over expenditure to the Managing Director.</p>



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	<p>2.3 Identify cost-saving opportunities without compromising on quality.</p> <p>2.4 Submit recommend adjustments to the budget based on performance and market conditions to the Managing Director.</p>
<p>3. Policies and Procedures</p>	<p>3.1 Set appropriate frameworks including policies and procedures (e.g., standards for brand use, client engagement, digital marketing compliance, sales practices) for the marketing function in line with current legislation and good corporate governance.</p> <p>3.2 Direct and advise the Managing Director on legislative matters involving various functionalities and conformities of sales and marketing management in the company.</p> <p>3.3 Align NASRIA sales and marketing processes as identified with key stakeholders.</p> <p>3.4 Evaluate existing policies and procedures to determine areas for improvement.</p>
<p>4. Risk Management</p>	<p>4.1 Identify and monitor potential risks related to sales and marketing activities, such as reputational risks, client communication risks, and market-entry challenges.</p> <p>4.2 Ensure all marketing campaigns, promotional activities, and sales practices comply with NAMFISA, insurance-related regulations, and corporate governance requirements.</p> <p>4.3 Collaborate with the Compliance and Risk Management functions to align sales and marketing activities with organisational risk frameworks.</p> <p>4.4 Anticipate and mitigate risks associated with customer engagement, digital marketing, brand representation, and partnerships.</p> <p>4.5 Regularly review sales and marketing initiatives to safeguard the organisation's brand reputation and minimise regulatory or reputational exposure.</p> <p>4.6 Provide updates to the Managing Director on marketing-related risk considerations, highlighting key findings and recommending improvements where necessary.</p>
<p>5. Staff Management</p>	



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	<p>5.1 Build leadership capacity in the sales/marketing team, attend to succession planning, and aligning people to strategy.</p> <p>5.2 Formulate workforce planning and assign duties to subordinates accordingly.</p> <p>5.3 Oversee that job descriptions of subordinates are aligned according to the approved company structure.</p> <p>5.4 Manage staff performance through a performance management system with personal and training development plans, addressing competency gaps through coaching and counselling.</p> <p>5.5 Manage NASRIA Code of Conduct, related policies, and enforce discipline when necessary.</p> <p>5.6 Manage departmental recruitment and staff requirements to achieve NASRIA's objectives.</p>
<p>6. Marketing Management and Administration</p>	<p>6.1 Provide strategic leadership in conceptualising, designing, and executing marketing campaigns (including social media, digital, and brand activations) to increase market share and income, ensuring alignment with NASRIA's strategic plan. While the function is being established, personally contribute to execution where required, with the expectation that this will transition to a more oversight role as the department grows.</p> <p>6.2 Oversee the development of creative marketing collateral and ensure rapid turnaround on campaigns. Where necessary, apply own creative skills and tools to support delivery, while progressively building the team's capacity and systems to take full ownership of operational delivery.</p> <p>6.3 Manage, plan, and oversee marketing activities in accordance with the marketing plan.</p> <p>6.4 Plan and implement promotional campaigns.</p> <p>6.5 Analyse joint potential strategic partner relationships for company marketing.</p> <p>6.6 Conduct market research, draw inferences, and identify and recommend opportunities for growth.</p> <p>6.7 Manage stakeholder involvement to promote the success of marketing activities.</p>



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	<p>6.8 Produce and conduct marketing presentations on various platforms.</p> <p>6.9 Evaluate the success of marketing campaigns within the sales and marketing department.</p> <p>6.10 Manage the publications for marketing creative designs and corporate branding of promotional items, etc.</p> <p>6.11 Identify and coordinate the distribution of promotional items and maintain sufficient stock levels for the financial year.</p> <p>6.12 Liaise with all departments to identify the nature of enquiries to trend the needs and wants of clients and stakeholders.</p> <p>6.13 Take responsibility for NASRIA brand name management and corporate identity.</p> <p>6.14 Manage all electronic and print marketing campaigns, including a wide range of marketing materials and methods.</p> <p>6.15 Maintain effective internal communications with various departments to ensure constant involvement and participation in marketing events.</p> <p>6.16 Manage customer satisfaction surveys and maintain Customer Satisfaction Index.</p>
<p>7. Sales Management</p>	<p>7.1 Oversee set sales targets and objectives for the sales team and align marketing activities directly with sales objectives, ensuring all campaigns are designed to generate qualified leads and measurable business outcomes.</p> <p>7.2 Manage sales strategies and track and report on the impact of marketing efforts on sales conversion rates.</p> <p>7.3 Manage sales performance and analyse sales data to identify areas for improvement.</p> <p>7.4 Oversee provision for sales team with training and support to enhance their performance.</p> <p>7.5 Oversee regular sales meetings to review progress and address challenges ensure marketing initiatives are responsive to market feedback.</p>



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	<p>7.6 Build, maintain, and manage strong relationships with key clients and partners.</p>
<p>8. Stakeholder Engagement and Public Relations</p>	<p>8.1 Build and nurture high-value relationships with clients, industry bodies, community partners, and media to enhance NASRIA's visibility and credibility.</p> <p>8.2 Represent NASRIA at events, conferences, and industry forums, embodying the organisation's brand personality and values.</p> <p>8.3 Actively seek strategic partnerships that expand NASRIA's market reach and create opportunities for innovative collaborations.</p> <p>8.4 Manage the company website and social media platforms.</p> <p>8.5 Act as Public Relations Officer (PRO) and respond, in consultation with the Managing Director, on behalf of the company.</p> <p>8.6 Manage communication requirements and implement improvements.</p> <p>8.7 Maintain effective internal communication systems to ensure all relevant company functions are kept informed of marketing and company objectives.</p> <p>8.8 Draft and implement client and stakeholder engagement plans.</p> <p>8.9 Prepare all content for official publications and oversee distribution and oversee media releases.</p> <p>8.10 Liaise with media stakeholders to ensure timely publication for impact.</p> <p>8.11 Act as custodian of the company's corporate responsibility policy.</p>



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Declaration:

It is hereby acknowledged that this job description is a broad indication of the work with the focus on broad role outputs that the job holder is accountable and/or responsible for. The jobholder may be required to undertake other duties that can be reasonably expected from him/her, particularly when others are absent from work. No job title or job description can be regarded as a precise specification of duties but should be seen as a guide to main responsibilities.

It is herewith declared that this job description is a true reflection of the actual duties/responsibilities required in this job.

Incumbent:

Employee Name

Signature

Date: _____

Direct Supervisor

Signature

Date: _____

Head of Department

Signature

Date: _____