



**VACANCY: Digital Marketing Administrator**

**Reporting:** Marketing Manager

**Location:** Swakopmund Head Office, Namibia

**Company:** Gecko Namibia Holdings (Pty) Ltd

Gecko Namibia Holdings (Pty) Ltd is seeking a creative and driven **Digital Marketing Administrator** to join its team. This role is responsible for managing, maintaining, and optimising the company's digital platforms, including websites and social media channels, to support brand visibility, customer engagement, and business growth. The successful candidate will play a key role in executing digital marketing strategies, ensuring consistent branding, and enhancing the company's online presence across multiple platforms.

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**About the Role**

The Digital Marketing Administrator will be responsible for managing and updating company websites and social media platforms while ensuring alignment with branding and marketing objectives.

This role requires a balance of **technical ability, creativity, and analytical thinking**, with a strong focus on improving user experience, driving engagement, and supporting marketing campaigns.

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**Key Responsibilities**

**Website Management**

- Maintain and update **company websites**, including content, images, and service information.
- Ensure websites are **user-friendly, responsive, and aligned with brand standards**.
- Conduct regular audits to identify and fix **broken links, outdated content, and technical issues**.
- Coordinate with developers on **website upgrades and improvements**.
- Monitor website performance using analytics tools and prepare **monthly reports**.
- Implement **SEO strategies** to improve search rankings and organic traffic.

**Social Media Management**

- Develop and implement **social media content calendars**.
- Create and publish engaging content across platforms including **Facebook, Instagram, LinkedIn, TikTok, and X**.
- Respond to messages, comments, and customer queries in a **professional and timely manner**.
- Track and analyse **engagement, reach, and growth metrics**.
- Execute **paid social media campaigns** where required.

**Content Creation**

- Write, edit, and proofread **website and social media content**.
- Capture and edit **photos and videos** for marketing use.
- Develop creative campaigns to enhance **brand visibility and customer engagement**.

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**Job Specifications**

- **Grade 12 (Matric)**.
- Diploma or Degree in **Marketing, Digital Marketing, Communications, IT, or related field**.
- Minimum of **3–5 years' experience in digital marketing, website management, or social media management**.
- Experience with **website CMS platforms** (e.g., WordPress, Wix).
- Familiarity with **SEO, Google Analytics, and digital advertising tools**.

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**Skills & Competencies**

**Technical Skills**

- Proficiency in **website management and digital marketing tools**.
- Strong **writing and communication skills**.
- Graphic design skills (e.g., **Canva or Adobe**) will be advantageous.
- Basic knowledge of **HTML/CSS** is beneficial.

**Behavioral Competencies**

- Creative thinker with strong **problem-solving abilities**.

- Ability to work **independently and within a team**.
  - Strong **organisational and time management skills**.
  - Ability to work under pressure and meet deadlines.
  - Professional, ethical, and quality-driven approach to work.
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### **Remuneration**

A **competitive remuneration package** will be offered in line with qualifications, skills, and experience.

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### **How to Apply**

If you meet the above requirements and are interested in this opportunity, please submit:

- A detailed CV
- Certified copies of qualifications
- A cover letter

Applications must be submitted via:

[www.jobopportunities.net](http://www.jobopportunities.net)

Only shortlisted candidates will be contacted.

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### **Closing Date**

19 April 2026

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### **Equal Opportunity Statement**

Gecko Namibia Holdings (Pty) Ltd is an equal opportunity employer. Applicants from designated affirmative action groups are encouraged to apply.