MARKETING MANAGER

The Organisation

Our client is a well-established and reputable entity in the medical aid industry, dedicated to providing comprehensive and sustainable healthcare solutions. With a strong focus on governance, compliance, and strategic management, our client upholds the highest standards in ensuring the effective administration and growth of its medical aid fund. As an industry leader, they are committed to service excellence, regulatory compliance, and fostering long-term relationships with stakeholders.

The Region

Khomas Region | Windhoek

The Position

The Marketing Manager will play a pivotal role in shaping NAMMED Medical Aid Fund's brand, market positioning and member engagement, translating organisational objectives into impactful marketing strategies and campaigns. The role calls for a strategic, creative and commercially astute marketing professional who can lead digital and traditional marketing initiatives, leverage market insights and performance data, and drive initiatives that enhance visibility, generate leads and support membership growth.

Working across a dynamic and stakeholder-driven environment, the successful candidate will have the opportunity to influence how NAMMED connects with its market and members while strengthening the Fund's overall brand presence. This is an exciting opportunity for an experienced marketing professional ready to take greater ownership of marketing direction and contribute meaningfully to NAMMED's sustainable growth.

Key areas of focus:

- **Marketing Strategy & Campaign Management:** Develop and execute integrated marketing strategies and campaigns aligned with NAMMED's organisational and growth objectives.
- **Digital Marketing & Brand Management:** Strengthen NAMMED's brand presence across digital and traditional platforms, ensuring consistent and impactful communication.
- **Lead Generation & Performance Analysis:** Leverage market insights, campaign analytics and performance data to strengthen lead generation, evaluate marketing effectiveness and inform future initiatives.
- **Stakeholder & Service Provider Management:** Build effective stakeholder relationships and manage external agencies, suppliers and service providers to ensure quality delivery and value.
- **Marketing Budget Management:** Manage marketing budgets and resources effectively, ensuring expenditure is aligned with approved priorities.

The Person

Compulsory requirements:

- A relevant qualification at NQF Level 7 in Marketing, Communications or a related field.
- Minimum 4 years' relevant marketing experience, of which at least 1 year must be at management level.
- Strong strategic marketing, brand management and campaign management capability.
- Strong writing, communication and digital marketing skills.
- Experience in planning and coordinating marketing and member engagement initiatives.
- A valid driver's licence.
- Ability and willingness to travel outside Windhoek and to be available over weekends when required..

Added Advantages:

- Previous experience within the medical aid, healthcare, insurance or financial services sectors.

Competency requirements:

- Strategic and creative thinking.
- Strong communication and interpersonal skills.
- Strong stakeholder engagement and relationship management skills.
- Assertiveness and decisiveness.
- Sound judgement and problem-solving ability.
- Strong planning, coordination and execution capability.
- Ability to operate effectively in a dynamic and service-driven environment.

Interested?

Closing date: **12 October 2026, at 19:00.**

Follow the application instructions on the Potentia website www.potentia.com.na and upload a copy of your CV and supporting documents.

All applications must be accompanied by a comprehensive curriculum vitae, certified copies of educational qualifications and other 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 1988 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.