

VACANCY



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The positive growth at MTC, Namibia's leading telecommunications company, now warrants appointment in the following vacancy:

Branding Executive D1

The incumbent will report to the **Manager: Marketing & Branding** and will play a strategic role in leading and driving the organisation's brand strategy, ensuring a consistent, impactful, and commercially effective brand presence across all channels.

Job Competencies Include:

The successful candidate will be responsible for strengthening MTC's brand equity, customer engagement, and market positioning by effectively managing branding, marketing initiatives, digital platforms, and stakeholder engagement. Key responsibilities include:

- Lead and execute brand management strategies to enhance brand awareness, loyalty, and market relevance.
- Monitor brand performance and customer perception, recommending initiatives to improve brand value and visibility.
- Coordinate advertising campaigns and evaluate campaign effectiveness to optimise results.
- Facilitate market research and customer insight initiatives to ensure continued brand relevance and competitiveness.
- Build and maintain strong internal and external brand image and awareness.
- Collaborate with external creative agencies to ensure compliance with MTC brand guidelines and standards.
- Coordinate promotional events, conferences, seminars, trade shows, and other brand-building initiatives.
- Oversee website and digital marketing activities, ensuring alignment with brand strategy and campaign objectives.
- Establish digital marketing performance measures and monitor campaign effectiveness through relevant KPIs.
- Foster strong relationships with internal stakeholders and external partners to support effective brand delivery.
- Ensure compliance with corporate branding standards across all communication and promotional materials.
- Coordinate internal branding initiatives to strengthen organisational culture and employee brand advocacy.
- Provide executive-level reporting, insights, and strategic recommendations to improve brand and business performance.
- Lead and supervise the Branding Practitioner, Marketing Practitioner, and Website & Digital Marketing Practitioner.

Qualifications and Personal Competencies:

- Bachelor's Degree in Marketing, Communications, Public Relations, or a related field.
- Minimum 5-7 years total work experience.
- At least 4 years' experience within a marketing and/or branding environment.
- Minimum 3 years' experience in a supervisory role within marketing, advertising, or branding.
- Valid driver's licence with at least one year driving experience.
- In-depth knowledge of traditional and emerging marketing and branding channels.
- Strong understanding of marketing principles, methods, and techniques.
- Strong analytical, creative thinking, and problem-solving skills.
- Excellent project, event, and stakeholder management skills.
- Working knowledge of digital marketing, website management, customer journey mapping, and campaign analytics.
- Excellent communication, presentation, and relationship management skills.
- Demonstrated leadership capability with strong strategic thinking and commercial acumen.
- Data-driven approach to marketing performance optimisation.

Deadline: Friday, 14 August 2026

Submissions should contain a comprehensive CV, supported by a motivation (cover) letter, and Qualifications and should be addressed as follows:

Application: **(Please state clearly which position you are applying for)**

Att: Human Resource Practitioner, Alexis Barry,
P O Box 23051, Windhoek, or C/o Mose Tjitendero
& Hamutenya Wanahepo Ndadi Street, Olympia, Windhoek.

For electronics applications, please only apply via the recruitment sit https://jobopportunities.net/jobs_search.aspx

No Hand delivered applications will be accepted.

NB: Only short-listed candidates will be contacted, and no CVs or documents will be returned.

* Previously disadvantaged people are encouraged to apply. MTC is an equal opportunities employer and offers a competitive remuneration package to the successful candidate.



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