



Namibia Tourism Board

JOB DESCRIPTION
for
Marketing Manager: Europe

POSITION INFORMATION	
DEPARTMENT	Marketing Department
LOCATION	Frankfurt, Germany
REPORTS TO	Area Manager: Europe
JOB GRADES	D1
VERSION	V1

MAIN PURPOSE OF THE JOB
Brief description of why this job exists
Responsible for developing, maintaining and implementing local market strategies that will support and meet agreed NTB's objectives. Conducts the marketing in the most effective manner by taking into account customer insights, market conditions and competitor data.

MAIN OUTPUTS OF THE JOB
1. Marketing plan
2. Marketing channels and promotion
3. Partnerships - leveraging assets
4. Key Account Management
5. Market intelligence and insights
6. Evaluation and reporting
7. Administration
8. Supervision

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MAIN OUTPUTS OF THE JOB	CORE ACTIVITIES & ACCOUNTABILITIES	PERFORMANCE INDICATORS
1. MARKETING PLAN	<ul style="list-style-type: none"> • Formulates a marketing plan addressing leisure consumers, business travel (MICE), travel trade audiences and PR for a 1 to 3 year period • Ensures that the plan includes (a) an introduction to the region; (b) individual country summaries; (c) an operational overview including details of human and budgetary resources and requirements; (d) market insights plus research findings – or requirements; (e) key segments and market-product fit; (f) market channels and activity types; (g) detailed activities and timeline; (h) budget summary; and (i) interdependencies • Ensures that trade education, training and support for MICE, tour operators and agents is included in the marketing plan for Europe • Identifies and involves suitable partners wherever possible in order to maximise budget and optimise product proposition, demonstrating the benefits of this approach to Namibian and local, on-territory suppliers • Operationalises the activities described in the activity plan timeline using the staff and financial resources as agreed • Ensures that all activities are executed in full compliance with the agreed branding for the destination (branding is consistent across all marketing activities) • Ensures that any partner branding and NTB branding and communication complements each other and enhances the overall message 	<ul style="list-style-type: none"> •

MAIN OUTPUTS OF THE JOB	CORE ACTIVITIES & ACCOUNTABILITIES	PERFORMANCE INDICATORS
2. MARKETING CHANNELS AND PROMOTION	<ul style="list-style-type: none"> • Analyses the most effective marketing & PR channels to reach the targeted segments in Europe • Considers the most effective balance between on-line and off-line activities and ensure that NTB Europe has the correct infrastructure to deliver these • Initiates and coordinates 360 campaigns • Identifies cross promotion opportunities • Reviews results of marketing initiatives (eg. MICE, cross promotions, trade events) • Organise familiarisation visits to Namibia for qualified tour operators or agents and MICE contacts • Promotes trade buyer attendance at key events organised by NTB • Organises Namibia's presence at trade events and exhibitions within Europe • Scopes the demand for business travel activities and provides supporting events and reports • Ensures the NTB websites for Europe is maintained in close co-operation with Head Office 	
3. PARTNERSHIPS – LEVERAGING ASSETS	<ul style="list-style-type: none"> • Informs the local and Namibian travel trade industry of market opportunities in Europe • Keeps all potential partners advised of market developments and provides regular advice regarding the placement of their product in the relevant country in Europe • Encourages suitable partners to work in cooperation with NTB, underlining the advantages of sharing resources • Creates trade or partner pages on the Namibian website • Operates a system of regular communications with key partners, both local and in Namibia, to ensure they are kept-up-to-date with all developments regarding the market and the opportunities to participate in NTB events 	

MAIN OUTPUTS OF THE JOB	CORE ACTIVITIES & ACCOUNTABILITIES	PERFORMANCE INDICATORS
4. KEY ACCOUNT MANAGEMENT	<ul style="list-style-type: none"> • Assist in defining and identifying Key Accounts in both trade and media segments of significance in the market and with high potential for Namibia • Represents NTB for the MICE activities in Europe • Operates a system of regular communication with Key Accounts • Targets Key Account product managers and decision-makers in Europe to achieve Business Development and acquisition of partnerships for Joint Marketing and PR through networking at road shows, events and sales calls • Manages and maintains the Key Accounts and be the NTB contact and representative in execution of marketing and PR activities with these market players • Organises and accompanies Key Account inspection trips (Trade and MICE) • Initiates liaison with Key Accounts at leading travel trade and MICE shows in Europe • Identifies, plans and executes MICE promotion programmes 	<ul style="list-style-type: none"> • Number of Key Accounts in Europe reached per year • Number of Key Account Projects successfully managed • Number of MICE contacts reached • Number of Key Accounts (Trade and MICE) hosted in Namibia
5. MARKET INTELLIGENCE AND INSIGHTS	<ul style="list-style-type: none"> • Compiles market intelligence reports and distributes to partners and to Head Office every quarter • Provides regular marketing intelligence and advice on marketing opportunities in Europe • Provides regular market intelligence to the Area Manager: Europe concerning local market trends, conditions and characteristics 	
6. EVALUATION AND REPORTING	<ul style="list-style-type: none"> • Ensures that all marketing activities are measured and evaluated in a consistent way • Provides an annual evaluation report of all activities in the form of an Activity Report, Quarterly and Annual Report • Provides case studies of successful activities so that these can be used to promote best practice across the organisation 	

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MAIN OUTPUTS OF THE JOB	CORE ACTIVITIES & ACCOUNTABILITIES	PERFORMANCE INDICATORS
7. ADMINISTRATION	<ul style="list-style-type: none"> • Submits annual budget proposals to the Area Manager: Europe for approval • Formulates, executes and controls the budget as directed by the financial policies • Controls expenditure of the operational budget through appropriate monitoring, analysis, maintenance and supervision of expenditure against the agreed budget and work plan • Monitors all expenditure and supports the Area Manager: Europe in preparing reports within set deadlines • Complies with all set NTB policies, procedures and regulations • Hands over administrative work to the Marketing Assistant • Carries out ad hoc duties as required 	
8. SUPERVISION	<ul style="list-style-type: none"> • Maintains records of operations to ensure targets and deadlines are met as agreed within the department and with the Head of Marketing • Sets up operational procedures to maintain a consistent work flow in and out of the department • Allocates and coordinates tasks and responsibilities to direct subordinates • Provides final recommendation for leave applications, and ensures that there are no overlaps • Ensures that subordinates are productive and busy by conducting ad hoc assessments and providing relevant guidelines • Takes appropriate measures to ensure that the stipulations of disciplinary and grievance procedures are adhered to • Responsible for the performance of subordinates and provides feedback on the extent to which objectives and targets have been met • Identifies training and development needs and provides relevant internal training where relevant • Compiles monthly reports regarding the activities of the section 	

MAIN OUTPUTS OF THE JOB	CORE ACTIVITIES & ACCOUNTABILITIES	PERFORMANCE INDICATORS
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It is hereby acknowledged that this job description is a broad indication of the work the jobholder is required to do. 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 the main responsibilities

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JOB SPECIFICATIONS	
Minimum Academic or Professional Qualifications and Experience	<p>Academic or Professional Requirements:</p> <ul style="list-style-type: none"> ▪ Bachelor's Degree of University or University of Applied Sciences or similar qualification preferably in Tourism, Hospitality, Marketing or Business Studies ▪ Excellent knowledge of the Namibian tourism industry and knowledge of the tourism market product in Europe <p>Experience Requirements:</p> <ul style="list-style-type: none"> ▪ Minimum 5 years management and marketing experience, preferably in destination marketing ▪ Preferably digital marketing and CRM experience <p>Training Requirements:</p> <ul style="list-style-type: none"> ▪ Knowledge of Adobe suite ▪ Advanced Microsoft PowerPoint ▪ Basic Microsoft Excel and Word
Special Requirements (if any)	<ul style="list-style-type: none"> • May be required to work overtime or extended hours • Right to work and live in Germany • German speaker with excellent knowledge of English

SPECIAL CONDITIONS

CORPORATE COMPETENCIES The way we work at NTB	
Close working relationships	Building close and effective working relationships, both internally and externally
Customer-driven	Always thinking of the customer through customer-driven activities, facilitating the customer journey from interest to purchase
Striving for excellence	Striving for excellence, seeking the optimum results
NTB champions	Being a champion and advocate of NTB and its work
Open-minded	Being open to change and new ideas
Supportive	Providing support to all colleagues, whether they are in charge of you or you are in charge of them, as well as to your partners

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DECLARATION

I,, hereby declare that this is an accurate description of my job and that I am fully conversant with all information pertaining to the KPAs and KPIs contained herein.

POSITION INFORMATION		NAME	SIGNATURE
AGREED BY <i>(Job Holder)</i>			
APPROVED BY <i>(Immediate Supervisor)</i>			
UPDATE DATE			
PREPARED BY			
AGREED BY <i>(Head of Department)</i>			

FOR RECORD PURPOSES OF OFFICIAL APPROVAL AS TRUE JOB DESCRIPTION

AGREED TO BY

Name

Job title

Date

APPROVED BY

Mr Digu // Naobeb

Chief Executive Officer

Date

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