



Synergi Marketing (PTY) Ltd Namibia and South Africa is an equal opportunity employer and has the following vacancy for a dynamic and energetic person with Namibian citizenship.

VACANCY:

CREATIVE MANAGER

Job Purpose

Manages the creative process from concept to completion and translate marketing objectives into clear creative strategies. He/she work closely with multidisciplinary project teams, e.g. (print) design, animation and ensures that visual communication and brand standards are met. He/she leads the creative team in the production of all marketing collateral and oversees client pitches and proposals. The Junior Creative Manager Synergi reviews work, troubleshoots and provides feedback to creative staff.

Minimum Qualifications, Education and Experience

- Bachelor's degree in Art, Graphic Design, Marketing, Communications, Journalism and or relevant fields, with preferably post-graduate specialisation.
- A minimum of 5 years' experience, particularly with, but not limited to web, social and emerging technologies.
- Experience in a managerial capacity.
- Theoretical and practical knowledge with experience in commercial production.
- An extensive understanding of design, copy and web practices.
- Have in-depth knowledge of brand development and multichannel marketing models.
- Driver's licence – Code BE/B.

Skills and Competencies

- Ability to introduce new technology to compliment and assist with day-to-day workflow, production and creative executions.
- Strong consumer and product awareness.
- Good organizational and planning skills.
- Excellent written and verbal communication.
- The ability to work on multiple projects at the same time.
- The ability to work under pressure and to adhere to deadlines.
- Good attention to detail and accuracy.
- Self-motivation.
- The ability to be a team player.
- The ability to establish sound working relations with all levels of employees.
- Brilliant interpersonal and communication skills.
- Must be a creative and strategic thinker.
- A self-starting attitude and an open outlook.

Key Performance Areas

- Work with the brand team to produce new ideas for company branding, promotional campaigns, and marketing communications.
- Assist clients in resolving issues by responding to questions in a timely and professional manner.
- Create and implement tailored marketing plans based on individual client requirements.
- Direct brainstorming meetings and creative sessions.
- Shape brand standards and create procedures to ensure all products are brand appropriate.



- Evaluate trends, assess new data and keep up-to-date with the latest marketing techniques.
- Determine and apply strategies for future implementation.

Duties and responsibilities

- Assist staff to perform their duties in such a way that they adhere to standards of performance set.
- Recruit and select staff according to the skills and aptitudes required for Synergi in cooperation with the project coordinator.
- Recommend, acquire and implement software and hardware required for effectively performing duties.
- Study, introduce and apply international standards and trends in design to continuously engage with audiences.
- Determine and apply strategies for future implementation to keep the production teams abreast of marketing demands.
- Produces art layouts by developing art concepts and providing work assistance to staff.
- Trains, assigns, schedules and coaches' employees in cooperation with project coordinator.
- Resolves operation problems in cooperation with project coordinator.
- Identifies work process improvements in cooperation with project coordinator.
- Formulates art concepts by supervising team engaged in executing layout designs for artwork and copy to be presented by visual communications media.
- Keeps customers informed by reviewing illustrative material for presentation.
- Reviews project production factors by studying budget, background information, objectives, presentation approaches, styles and techniques.
- Selects and secures illustrative material by formulating basic layout design concepts and conducting research. Obtains client approval by presenting final layouts, storyboards, and illustrations; and responds to client commentary and requests.
- Improves quality results by studying, evaluating and re-designing processes.
- Build an environment for the creative team to work in and overseeing their ideas and projects.
- Takes responsibility for the creative philosophy and the standard of output across the agency or department.
- Develops ideas for advertising or promotional campaigns.
- Pitches concepts to clients.
- Oversees several projects from start to finish, keeping to deadlines, and signing off on these projects before they are presented.
- Liaises with clients to keep them informed and to highlight any issues.

How to Apply:

Interested candidates who qualify for the above position can forward their CV's with certified copies of qualifications and relevant documentation to:

The Human Resources Department

E-mail: vacancies@nmh.com.na Please write "Creative Manager" in the subject line.

Please note: Only short-listed applicants will be contacted. No documents will be returned.

Closing date: 29 July 2024

Interviews: 01 August 2024