

AGRIMONITOR MEDIA HUB

Agrimonitor, an equal opportunity employer, has the following vacancy for a dynamic and energetic person with Namibian citizenship.

SENIOR MEDIA PRACTITIONER- AGRICULTURE

Paterson Grade: C3

Job Purpose

Produce relevant and present compelling and factually correct news and feature content for online, social media, video, broadcast and print platforms within set deadlines.

This position requires a special understanding and commitment relating to the field of agriculture. The incumbent will be required to establish and maintain relationships and networks within the field.

The incumbent must ensure complete control over the Agri Monitor show, including:

- That content is created for the broadcast show
- Script the show
- Coordinate and record the show
- Ensure that the show is shared on social media platforms
- Ensure that each show has a:
 - Main segment
 - At least one highlight of 3 minutes
 - A teaser to promote the show
 - Minimum of 3 highlights that are posted as part of the show on 1up2.

Minimum Qualifications, Education & Experience

- A diploma or degree in Journalism, Languages or Media Studies will be an advantage.
- At least 5 years of experience for a senior position.
- Good writing, speaking and translation skills.
- Good general knowledge.
- Knowledge of this particular publication's target market.
- Knowledge of topical issues and current affairs.
- Proficient in relevant computer software and applications, video editing and social media platforms.
- Passion for media, knowledge of current affairs.
- An established network of contacts will be an advantage.
- Valid driver's licence.

Skills & Competencies

- Able to write fluently in the languages required by the publication.
- Creativity and initiative.
- Able to work under extreme pressure and meet strict deadlines.
- Good time management, effective multitasking, and follow-through.
- Sound news judgment.
- Detail and quality orientation.

- Excellent people skills.
- Good decision-making abilities.
- Persistence/results orientation.
- Questioning and listening skills.
- The ability to work independently.
- Resilience.
- Take control of focused editions, ensuring that:
 - News reports are obtained and finalised.
 - Final print and electronic media are corrected and approved.
 - Material is submitted according to deadlines.
 - Electronic reporting material is made available and distributed via electronic media channels.
- If required, to stand in for senior editing staff.

Key Performance Areas

- Attend events and report breaking/live news as required.
- Investigate, research and write target-market-specific news and/or feature stories.
- Remain informed in the specialist reporting area.
- Meet targets set for daily online news engagement, video content and photos, as well as infographics.
- Meet targets for overall production, including print.
- Monitor online comments regularly, reply and follow up when necessary.
- Present and/or take part in online shows, live news broadcasts and events.
- Prepare a script for online shows.
- Translate content when required.
- Assist with layout and other production-related tasks.
- Be on standby over weekends, after hours and public holidays.
- Be willing to travel extensively.

Duties & Responsibilities

- Responsible for the correctness of language (grammar, spelling, syntax), style and formal consistency.
- Perform tasks assigned by the News Editor and Sub Editor to ensure event coverage.
- Investigate and research article content for news and/or feature stories.
- Write quality news and feature articles, adhering to strict deadlines.
- Take photographs and videos.
- Identify data in content suitable for graphics and conceptualise infographics.
- Produce content for online and other platforms.
- Present and/or take part in online shows, live news broadcasts and events.
- Serve the needs and interests of our communities.
- Adhere to the quality, style and content standards as required by the publication to maintain standards.
- Lead, assist and train interns and junior staff to assist in their career development.
- Generate and liaise with a network of contacts.
- Assist with layout and other production-related tasks.

- On standby to report on breaking news.
- Able to travel extensively to cover news events outside the main centre of operations (Windhoek).
- Comply with the requirements of the Namibian Press Code to ensure ethical behaviour at all times.
- Represent Network Media Hub at events or meetings when required.
- Gather information and dates for events and opportunities for events that relate to agriculture (including monthly auction dates). These are to be recorded on the relevant Google Sheet. As part of this endeavour, the designate needs to keep abreast of:
 - Agricultural associations and contact addresses (NAU, NNFU, etc.);
 - Farmers Unions in all districts and 14 regions of Namibia;
 - Agriculture-related contacts in NUST, UNAM and any other school or related tertiary education institution;
 - Contact with relevant personnel at the Development Bank of Namibia (DBN), Agricultural Bank of Namibia and all other commercial banks;
 - Related government institutions, particularly the Ministry of Agriculture, Water and Land Reform (MAWLR), the Ministry of Finance, the Ministry of Environment, Forestry and Tourism (MEFT), Public Enterprises, Namibia Agronomic Board, NamWater, Specialist Police units for poaching and stock theft, etc.
 - All private enterprise foundations and/or organisations that have a link to agricultural interest (Agra, Agri-gro, Agrimark, etc.).
- All agricultural content and events are the incumbent's responsibility within the newsroom.
- Approach the work methodically: Plan three to six months ahead to aim at covering all agricultural sectors:
 - Livestock farming: Beef, sheep & goats, pork and poultry;
 - Game & Guest Farms (lodges should remain with tourism);
 - Conservancies and protected areas (i.e. mixed farming);
 - Crop farming: Vegetables, fruits, etc.
 - Emerging sectors: Biomass industry, beekeeping, fig industry, mushrooms and organic farming.
- Be cognisant of the impact of energy developments on farming (NamPower, solar solutions, green hydrogen, etc.), to be coordinated with the mining & energy reporter.
- Electronic distribution channels: Print, including photos and QR-codes, videos of related articles.
- Sharing all breaking news as well as published articles on AgriMonitor's website and social media platforms.
- Coordinate with NTV that agriculture-related material is shared with other shows/platforms when applicable.
- Ensure that all agriculture-related material is shared with all platforms once it has been posted on Agri Monitor's website.
- Regularly change AgriMonitor's Facebook title page and manage content to ensure relevance.
- Prepare an AgriMonitor media plan for NTV and other digital media, as well as print media.
- With other team members, coordinate how and when agricultural shows and events are covered, including the allocation and coordination of shifts.

- Manage relevant focus editions:
 - Determining and creating content (including QR codes).
 - Managing processes between:
 - marketing
 - production (managing deadlines)
 - journalists (print - magazine and tabloid)
 - distribution of these publications
 - Printed copy.
 - Ensure articles are shared in electronic media (all NMH platforms)
- Plan and conduct visits in the rural areas:
 - Conduct quarterly visits to the general areas of:
 - Omaheke;
 - “Mielie Driehoek”
 - Otjozondjupa

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

The Human Resources Department

E-mail: vacancies@nmh.com.na Please write “**SENIOR MEDIA PRACTITIONER**” in the subject line.

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

Closing date: 07 April 2026

Interviews: 13 April 2026