

## **AG Agrimonitor Media Hub**

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

### **SENIOR MEDIA PRACTITIONER- AG AGRIMONITOR MEDIA HUB (PTY) LTD**

**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 being the standard requirement for any journalist, the Specialist Journalist understands that this appointment and ranking requires a special understanding and commitment relating to a specialist field over and above his/ her other normal work requirements. It is a requisite for the person to establish and maintain relationships and networks, which allow the Specialist Reporter to focus on- and cover a field of expertise beyond the normal understanding.

Ensure complete control over the Agri Monitor show, including:

- Ensuring that content flows in for show.
- Script.
- Coordinating and recording its presentation.
- Ensuring that show is in fact taken to digital media.
- Ensuring that each show has:
  - Main show.
  - At least one highlight of 3 minutes.
  - A teaser to promote the show.
  - Minimum of 3 highlights (time stamps) that are posted as part of the actual show on 1up2.

#### **Minimum Qualifications, Education & Experience**

- Diploma or degree in Journalism, Languages or Media Studies.
- At least 5 years' experience for a senior position.
- Good writing, speaking and translation skills.
- Good general knowledge.
- Knowledge of a particular target market of the publication.
- 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.
- Established network of contacts.
- Valid driver's license, must be prepared to travel.
- An established network in a specialized industry.

#### **Skills & Competencies**

- Able to write fluently in the languages required by the publication.
- Creativity and initiative.
- Able to work under extreme pressure and to strict deadlines.
- Good time management and the ability to multi-task effectively and follow through. ●
- Sound news judgment.
- Detail orientation.
- Good people skills.
- Quality orientation.
- Good decision-making abilities.

- Persistence/results orientation.
  - Questioning and listening skills.
  - The ability to work independently.
  - Resilience.
  - Take control over a focus edition, ensuring that:
    - News reports are obtained and finalized;
    - Final print and electronic media are corrected and approved;
    - Material is submitted within deadlines;
    - Electronic reporting material is made available and distributed via electronic media channels. ●
- If required to occasionally 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.
- Make it a non-negotiable habit of remaining informed in specialist reporting areas. ●

Meet targets set for daily online news coverage.

- Meet targets set for daily video content and photos.
- Meet targets set for 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.
- Write a script for online shows when required.
- Translate content when required.
- Assist with layout and other production related tasks.
- On standby at all times (weekends, after hours and public holidays).
- Able to travel extensively must be prepared to travel.

### **Duties & Responsibilities**

- Responsible for the correctness of language (grammar, spelling, syntax), style and formal consistency. ●
- Performs tasks assigned by the News Editor and Sub Editor to ensure wide news coverage of local events. ●
- Being willing and able to stand in for News Editor and Sub Editor from time to time. ●
- 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 conceptualize 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 an intern and junior staff to assist in their career development. ●
- Generate and liaise with a network of contacts to assist in news production, specifically and at all times as far as this relates to the specialized reporting field of expertise.

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- Assist with layout and other production related tasks.
- On standby at all times (weekends, after hours and public holidays) to report on breaking news. ●
- Able to travel extensively to give coverage of news events outside the main center of operations. ●
- Comply with the requirements of the Namibian Press Code to ensure ethical behavior at all times. ●
- Represent Republikein / Namibia Sun/ Allgemeine Zeitung and/or NMH at events or meetings when required. ●
- Act as Sub Editor when required.
- Gathering all 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 similar to events. ● As part of that endeavour, she will keep an update of:

- o Agricultural associations and contact addresses (NAU, NNFU, etc.);
  - o Farmers Unions in all districts and 14 regions of Namibia;
  - o Agriculture-related contacts in NUST, UNAM and any other school or related tertiary education institution;
  - o Contact with relevant people in Development Bank of Namibia (DBN), Agricultural Bank of Namibia and all other commercial banks;
  - o Related government institutions, whether that be Ministry of Agriculture, Water and Land Reform (MAWLR), the Finance Ministry, MEFT, Public Enterprises, Namibia Agronomic Board, NamWater, Specialist Police units for poaching and stock theft, etc., etc.;
  - o All private enterprise foundations and/or organisations that have a link to agricultural interest (Agra, Agri-gro, Agrimark, etc.).
- All agricultural content and events will become her responsibility within the NMH-Newsroom – she will be the point man for everything agricultural and also land reform.
  - Part of the discussion was that the reporting needs to be better structured, which can in fact be achieved if we: o Have all of the detail as listed on the Google-Sheet and can thus approach the work methodically; o Plan at least 9 months ahead in order 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);
      - Crops:
        - Taking charge of events that relate to agriculture, which NMH and/ Vegetables:
          - o Maize & Cereals;
          - o Mahangu/Millet;
          - o Tomatoes, Cabbage, Carrots, Red Beet, Onions, Potato & Sweet Potato.
    - Fruit
      - Grapes;
      - Dates;
      - Oranges, Naartjies, Strawberry, Prickly Pears.
    - Emerging sectors: Biomass industry, beekeeping, fig industry, mushrooms and organic farming.
- Impact of Energy developments on farming (NamPower, solar solutions, green hydrogen, etc.) – coordinate with Augetto (mining & energy).
- That would imply that she takes care of all distribution channels as far as agriculture is concerned: o Print, including photos and QR-codes videos of related articles;
- o Sharing all breaking news as well as published articles on the internet page, Facebook, Instagram, Threads and even TikTok.
- o Coordinating with NTV that all agriculture-related material is not kept for use on only the original shows, on which they are initially posted or used, but shared with Agri Monitor's electronic pages and shows.
- Ensuring that all agriculture-related material is shared with all platforms once they have been posted on the Internet page of Agri Monitor.
- Regular exchanging the title page of the Agri Monitor Facebook page and managing the content so as to ensure

- relevance;
- or NTV as a media partner.
    - We would need you to:-
      - Prepare a Media Plan for NTV and other digital media as well as print media;
      - Becoming part of the coordinating team when we cover agricultural shows and events, including the allocation and coordination of shifts.
  - Take control over Focus editions, meaning:
    - Determining and creating content (including ensuring that QR-content is available and managed).
    - Managing process between: -
      - marketing,
      - production (managing deadlines),
      - journalists and freelancers
      - printer (both for magazine and tabloid copy).
    - Ensuring that these publications are distributed: -
      - Printed copies.
      - Articles shared in electronic media, including all platforms in NMH.
  - Residing in Grootfontein, he/she will plan and conduct visits in the rural areas, meaning that she will:
    - Conduct quarterly visits (i.e., one area per month) to the general areas of:
      - Hereroland and Tsumkwe;
      - Tsumeb, Otavi, Kombat and area
      - Otjiwarongo and Outjo
  - Initiate and coordinate visits to the south, east and west in order to cover those parts of Namibia, where she need not do the visits herself each time, but she at least initiates them and then coordinates the reporting online and in print.

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**Please apply only if you are genuinely committed to accepting and fulfilling the position should an offer of employment be made. We are seeking a dependable professional who is ready to make a meaningful contribution from day one.**

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](mailto: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: 13 July 2026 Interviews: 15 July 2026**

