



JOB DESCRIPTION

Title: Public Sector Commercial Lead

Reports to: Executive Director

Location: Windhoek

Job Purpose

Lead Synergi's public-sector channel. Build and hold senior relationships across ministries, state-owned enterprises, regional and local authorities and public agencies, and deliver the channel's annual revenue target through personal sales and a team of three Client Executives.

Minimum Qualifications, Education & Experience

- Diploma or degree in marketing, business, communications or a related field
- At least 5 years in media or advertising sales, including 2 years in the public sector and in a team-lead role
- Proven record of meeting revenue targets
- Established network in the Namibian public sector and a working knowledge of public procurement processes
- Strong presentation, negotiation and relationship skills
- Valid driver's licence and own vehicle
- Proficient in Google Workspace (Docs, Sheets, Slides, Gmail) and CRM systems
- Working knowledge of Sage for capturing and managing bookings

Skills and Competencies

- Ability to strategically plan sales for advertising modules in traditional and new media platforms
- Ability to market print and on-line media products
- Superior language skills in both written and verbal communication in English
- A keen business sense and the ability to build a network of business contacts
- Ability to liaise with clients on all hierarchical levels
- Superior selling skills
- Ability to manage and motivate sales staff daily
- Ability to work under pressure and meeting deadlines
- Organizational skills
- People orientated
- Creative campaign concept innovations
- Excellent in executing tasks in Word, PowerPoint and Excel
- Time and project management skills, including the ability to work on multiple projects at the same time



Key Performance Areas

- Public Sector revenue against target
- Number of CEs on target
- New public-sector clients and campaigns secured
- Pipeline value and conversion rate
- Accurate, on-time reporting and collections

Duties and Responsibilities

- Own and deliver the Public Sector revenue targets for both the team and individual performance.
- Identify, pitch, and close public-sector campaigns, projects, and tenders across all Synergi media platforms.
- Manage campaigns from initial brief through booking, purchase order (PO) issuance, and payment.
- Build and maintain strong relationships with public-sector decision-makers and heads of communication.
- Conduct regular face-to-face client meetings and attend functions, events, and industry engagements to expand the client network and grow the sales pipeline.
- Lead, coach, and manage three Client Executives (CEs), including allocating client portfolios and setting individual performance targets.
- Monitor each Client Executive's performance weekly, ensure targets are achieved, and take timely corrective action where performance falls below expectations.
- Prepare and submit weekly and monthly reports on revenue performance against targets, sales pipeline, and revenue forecasts to the Executive Director.
- Maintain accurate and up-to-date client records, bookings, and sales pipeline information.
- Follow up on outstanding purchase orders and payments in collaboration with the Administration and Finance teams.
- Perform any other reasonable duties assigned by the Executive Director, noting that this job description serves as a guide and is not limited to the responsibilities listed above.

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

The Human Resources Department

E-mail: vacancies@nmh.com.na. Please write **"Public Sector Commercial Lead"** in the subject line.

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

Closing date: 6 November 2026

Interview Date: 9 November 2026