

JOB DESCRIPTION

SENIOR MANAGER: COMMUNICATIONS AND MEDIA

POSITION: SENIOR MANAGER: COMMUNICATIONS AND MEDIA
REPORTS TO: HEAD OF STRATEGIC INITIATIVES
DUTY STATION: WINDHOEK, NAMIBIA

JOB SUMMARY

The Senior Manager: Communications and Media is responsible for leading, developing and executing a communications and media strategy for the One Economy Foundation (ONE) and its associated programmes, including the #BeFree Youth Campus and other Strategic Initiative portfolios.

The role drives reputation management, strategic positioning, impact storytelling and brand leadership across all platforms. It ensures that the Foundation's youth-focused voice remains authentic, credible and influential at national, regional and global levels.

The Senior Manager works cross-functionally with pillar and programme leads to ensure alignment between organisational strategy, programme implementation and communications output. The role plays a critical function in elevating ONE's public profile, strengthening stakeholder engagement and positioning the Foundation as a leading voice on youth development, economic participation and social transformation.

The role also provides dedicated strategic communications support to the Office of the Executive Chairperson, Ms Monica Geingos, including management of her personal brand positioning, thought leadership platforms and independent engagements in her capacity as Executive Chairperson.

KEY PERFORMANCE INDICATORS

Strategic Communication

- » Develop and implement an integrated, multi-channel communications strategy aligned with organisational priorities.
- » Lead annual communications planning aligned to the Strategic Initiatives roadmap.
- » Translate programme impact into compelling narratives for diverse audiences, including youth, partners, donors and media.
- » Serve as an advisor to the Head of Strategic Initiatives on messaging, positioning and reputational considerations.
- » Develop and maintain a clear, consistent and youth-centred brand voice across all appropriate communications platforms.
- » Develop and manage the communications budget and resource allocation.

Executive Chairperson Communications

- » Provide strategic communications support to the Executive Chairperson in her capacity as Executive Chairperson.
- » Lead brand positioning and thought leadership messaging across public engagements and advocacy platforms.
- » Develop digital positioning content.
- » Coordinate communications for independent initiatives and external engagements.

Foundation and Programme Communications

- » Align programme communications with organisational positioning and impact goals.
- » Coordinate communications for initiatives, launches and strategic partnerships from concept to post-event reporting.
- » Ensure communications outputs reflect impact rather than activity-based reporting.

Media Relations and Reputation Management

- » Serve as primary media liaison for the One Economy Foundation.
- » Develop proactive media engagement strategies to secure positive coverage.
- » Build and maintain relationships with journalists, editors and media houses.
- » Draft and distribute press releases, advisories and statements.
- » Monitor media coverage and provide analysis to leadership.
- » Manage reputational risk and escalate sensitive matters appropriately.

Digital Strategy and Content

- » Lead digital content strategy across websites and social platforms.
- » Oversee content calendars and ensure consistency in messaging, frequency and tone.
- » Use analytics and performance data to inform content optimisation and audience growth.
- » Oversee the creation of multimedia content, including photography, videography, graphics and written storytelling.
- » Guide pillars in adapting print and programme content into high-performing digital formats.
- » Advanced proficiency in Adobe Creative Suite, including InDesign, Illustrator, Photoshop, Premiere Pro and After Effects, with the ability to conceptualise, design and produce high-quality multimedia content aligned to brand standards.

Brand and Visual Identity Management

- » Safeguard brand integrity across all internal and external communications.
- » Oversee branding assets, including merchandise, event branding and campaign materials.
- » Provide brand guidance to programme teams and external partners.
- » Oversee procurement of communications-related materials and equipment.

Team Leadership and Capacity Building

- » Lead and mentor communications team members and consultants.
- » Strengthen internal communications capacity across pillars.
- » Foster a culture of quality, creativity and accountability within communications.
- » Provide communications oversight and guidance to the i-BreakFree field team in the Northern regions.

Monitoring, Evaluation and Learning in Communications

- » Track and report on communications performance metrics.
- » Shift organisational reporting from output-based to impact-driven storytelling.
- » Use insights to refine strategy and improve audience engagement.



CORE COMPETENCIES

Strategic Thinking

Ability to align communications with long-term organisational strategy and translate strategic priorities into clear messaging.

Systems Thinking

Understands how communications intersect with programme implementation, partnerships, funding and policy environments.

Crisis and Issues Management

Responds strategically and calmly to high-pressure or reputationally sensitive situations.

Impact Storytelling

Transforms programme outcomes and lived experiences into compelling, human-centred narratives that demonstrate measurable impact.

Audience Insight

Understands youth behaviour, stakeholder dynamics and digital consumption patterns to tailor messaging.

High Standards

Maintains high standards of clarity, tone and brand consistency across all outputs.

Brand Stewardship

Safeguards and strengthens the organisation's visual and narrative identity across platforms and partnerships.

Leadership and Team Development

Leads, mentors and builds communications capacity within the department.

Innovation and Initiative

Identifies new opportunities to elevate positioning, expand reach and strengthen engagement.

Accountability and Delivery

Takes ownership of outcomes, ensures execution excellence and delivers against agreed objectives.

Resilience and Professionalism

Maintains composure, sound judgement and professionalism in high-visibility environments.

QUALIFICATIONS AND REQUIREMENTS

- » Degree in Communications, Media Studies, Journalism, Public Relations or related field.
- » Minimum 3–5 years of progressive experience in strategic communications.
- » Strong media relations experience.
- » Excellent writing and editorial skills.
- » Experience leading digital strategy and content production.
- » Strong understanding of brand management and reputation positioning.

CONDUCT

The employee should abide by and uphold the company's "Code of Conduct" and values both inside and outside the company.

GENERAL

The employee must be willing to do any other reasonable and lawful duties delegated by his/her manager and must be carried out correctly and on time.

One Economy Foundation is an equal opportunity employer and invites suitably qualified persons to submit their applications to **vacancies@leconomy.org** and include **'Senior Manager: Communications and Media'** in the email subject. Please ensure that you attach a comprehensive curriculum vitae, certified proof of qualifications and all relevant documentation.

Please submit your applications on or before the closing date of **6 March 2026**.

Only shortlisted candidates will be contacted. All foreign qualifications must be evaluated by NQA (Namibia Qualifications Authority).