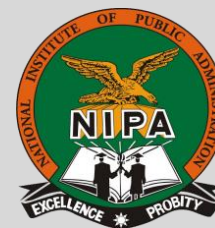


OFFICE OF THE PRESIDENT



National
Institute of Public
Administration



THE ORGANISATION

Established in 1963 and rooted in a rich legacy of six decades, the National Institute of Public Administration [NIPA] is a **Management Development Institute** within the **Office of the President** and exists under the **Act of Parliament No. 15 of 1998**. The Institute currently has four (4) campuses, namely **Main Campus** along *Dushanbe Road* and **Burma Road Campus** along *Burma Road* in Lusaka, **Ndola Campus** located in the *Monkey Fountain* in Ndola and **Livingstone Campus** along *Airport Road* in the Tourist City.

Dedicated to championing capacity building in the public service, and nurturing professionals committed to equality public service delivery, NIPA has resumed mandatory public service training and certification programme. Now, we invite the brightest minds and most passionate individuals to join our team of skilled professionals in **Marketing and Communication Department**

1.0 Position: **Senior Marketing and Communications Officer**

A. About the Position

NIPA is in search of a proactive Senior Marketing and Communications Officer to contribute to the strategic marketing initiatives and elevate the Institute's communication efforts. The Senior Marketing and Communications Officer, will be instrumental in shaping and executing marketing and communication strategies that align with the Institute's mission of fostering an ethical and competent public service. This role involves the formulation and continuous development of marketing and communication strategies that reflect the Institute's vision and position it as a prominent institution in public service training and certification.

The successful candidate will oversee marketing campaigns, branding, and communication activities to enhance the Institute's visibility and impact.

Additionally, the Senior Marketing and Communications Officer will be responsible for building strong partnerships, ensuring effective communication, and maintaining brand consistency.

Reports to: Marketing and Communications Manager

B. Qualifications and Skills Requirements

- ✓ Grade 12 University Entrant
- ✓ A bachelor's degree in marketing, communications, or a related field.
- ✓ A master's degree in a relevant discipline that complements the primary bachelor's degree is an added advantage.
- ✓ Membership to a professional body.
- ✓ Written and oral communication skills.
- ✓ Strong interpersonal skills.
- ✓ Experience of drafting papers and reports.
- ✓ Media relations and networking ability.
- ✓ Manage Institute's website by loading and updating content.
- ✓ Able to utilize social media to carry out communications and public relations.
- ✓ Able to work with minimum supervision.
- ✓ At least 3 years of progressive experience in marketing and communications, including at least 1 year in a leadership or managerial role.
- ✓ Demonstrated expertise in marketing strategy development, communication planning, and brand management.
- ✓ Strong knowledge of industry regulations, public relations, and compliance related to marketing and communications.
- ✓ Excellent interpersonal and communication skills, with the ability to collaborate effectively with cross-functional teams and stakeholders.
- ✓ Proficiency in marketing and communication software and tools, and a track record of successfully enhancing an organization's brand and reputation.
- ✓ Proven adaptability to the evolving landscape of marketing and communications, staying updated on emerging trends and best practices in the industry.

2.0 METHOD OF APPLICATION

Applicants should submit their applications, attaching their Curriculum Vitae, Academic and professional qualifications to the address below.

The closing date for submitting applications is **Friday 26th January 2024.**

Applications should be addressed to:

The REGISTRAR

National Institute of Public Administration

P.O Box 31990

Dushanbe Road

LUSAKA