

# Now Hiring



**MTC Maris is a wholly owned subsidiary of MTC, and an e-money issuer licence holder issued by the Bank of Namibia. It is the fintech arm of the MTC group and now requires the appointment of:**

## Marketing Manager D3

The incumbent will report to the **GM Fintech**.

### Job Competencies:

The role is responsible for driving strategic marketing initiatives to support the growth, visibility, and competitive positioning of MTC Maris. This role develops and executes high-impact marketing campaigns, leverages customer insights and market trends, and ensures brand consistency across all channels. A key objective is to enhance brand perception, drive lead generation, and translate marketing efforts into tangible commercial outcomes.

- Develop and implement integrated marketing strategies aligned with MARIS's objectives.
- Partner with stakeholders to craft transformative BI solutions that steer MARIS's strategic direction in the MFS market.
- Drive marketing strategies to drive customer acquisition and increase market share in line with the MARIS strategy.
- Lead planning and execution of multi-channel marketing campaigns (digital, ATL, BTL) focused on lead generation and customer retention.
- Oversee all marketing campaigns and adjust marketing campaigns and strategies as needed in response to collected data and other feedback.
- Manage marketing service providers and translate market and customer insights into effective campaigns.
- Research and analyse market trends and competitors and initiate market research studies to track effectiveness of marketing campaigns and report findings to the executive team.
- Identify customer needs and tailor communication to enhance relevance, adoption, and retention.
- Use analytics tools to monitor campaign performance, measure brand metrics, and provide actionable insights.
- Regularly communicates all relevant information regarding MTC's business and accompanying developments to all subordinates to ensure that all staff members in the section remain updated at all times.
- Monitor the progress made by immediate subordinates and coordinate and direct their activities towards the achievement of the objectives and targets of the section.

### Qualifications and Personal Competencies:

- Bachelor's degree in marketing, business administration, communications, or a related field.
- Master's degree in marketing, strategic communications, or business or related (advantage).
- Certification in digital marketing, brand management, or marketing analytics (advantage).
- Membership of professional sales or marketing bodies (e.g., MASA, CIM) (requirement).
- Experience in the financial services or fintech sector, 4-5 years.
- Experience in brand strategy, campaign execution, and marketing analytics, 5 years.
- Experience working on CRM systems and sales performance metrics, 3 years.
- Experience in digital marketing, content marketing, social media marketing, and/or email marketing, 4 years.
- Solid understanding of MFS customer needs, behaviours, and segmentation strategies.
- Proficient in digital marketing platforms and tools.
- Excellent interpersonal, communication, and stakeholder management skills.
- Creative thinker with the ability to craft compelling campaigns aligned to business goals.
- Ability to interpret industry trends, economic indicators, and market dynamics to inform strategic marketing decisions.
- Namibian citizenship or residency.

### Application Closing Date: Thursday, 28 August 2025

Submissions should contain a comprehensive CV supported by a motivation (cover) letter and qualifications.

Application: (Please state clearly which position you are applying for) Att: Human Resource Practitioner, Alexis Barry, P O Box 23051, Windhoek, or C/o Mose Tjitendero & Hamutenya Wanahepo Ndadi Street, Olympia, Windhoek

For electronic applications, please only apply via the recruitment site [https://jobopportunities.net/jobs\\_search.aspx](https://jobopportunities.net/jobs_search.aspx)

**No Hand delivered applications will be accepted.**

**NB: Only short-listed candidates will be contacted, and NO CV's or documents will be returned.**

Previously disadvantaged people are encouraged to apply. MTC is an equal opportunities employer and offers a competitive remuneration package to the successful candidate.



Scan to apply

If you would like to apply, send your CV to [careers@maris.com.na](mailto:careers@maris.com.na)