



Ref: BRCS/305.2.2

March ,2020

VACANCY NUMBER 1 OF 2020

The Botswana Red Cross Society is a National Society that was established by an Act of Parliament in 1968, as an organization auxiliary to government in the humanitarian field.

The auxiliary mandate of the BRCS as stipulated in the Red Cross Act demands that it plays a pivotal role in complimenting Governments efforts in social services, disaster management and health services. BRCS service provision aims at preventing and alleviating human suffering, protecting life and health, and restoring dignity of the most vulnerable communities in times of peace and war.

The BRCS invites suitably qualified citizens to apply for the position of;

MARKETING & COMMUNICATIONS COORDINATOR

MAIN PURPOSE OF THE JOB:

To design, develop, implement and evaluate the National Society Public Relations, Marketing and Communications strategies aimed at promoting and enhancing the BRCS image in order to create goodwill and credibility and to raise public awareness and support for all the programmes

KEY PERFORMANCE AREAS

- Manage Branding/Identity and protection of the emblem
- Develop and implement promotional strategies
- Coordinate all Public relations, marketing and communications activities
- Coordinate the NS Business development & Planning
- Forge and manage strategic partnerships locally and international
- Plan and coordinate NS Events
- Ensure prudent resource management
- Prepare for Shows/Exhibitions
- Draft and ensure finalization of In-house publications
- Ensure timely update of public warning messages and communication content on all social media platforms and the NS website
- Coordinate development and distribution of information dissemination material

KEY ATTRIBUTES

- Good communication & Presentation skills
- Effective Negotiation skills
- Good interpersonal skills
- Sales and marketing skills
- Written and verbal communication skills
- Ability to plan and organize

QUALIFICATION

Degree in Marketing and Communications Management, Public Relations or Corporate Affairs.

EXPERIENCE

At least five (5) years in the field of Marketing or Corporate Communications.

Remuneration: BRCS offers an attractive remuneration package and benefits commensurate with qualifications and experience

APPLICANTS SHOULD PROVIDE THE FOLLOWING DOCUMENTS:

- Detailed curriculum vitae
- Two work related references
- Certified copies of certificates
- Certified copy of a valid Identity Card (Omang)
- Certified copy of Driver's License

CLOSING DATE:

If you meet the above requirements kindly forward your documents on or before 27th March 2020 to

**SECRETARY GENERAL
BOTSWANA RED CROSS SOCIETY
P.O. BOX 485
GABORONE**

NOTE THAT COMMUNICATION WILL ONLY BE ENTERED INTO WITH SHORTLISTED CANDIDATES