



## MULTIMEDIA MARKETING OFFICER (Paterson C5)

PRIVATE BAG A96  
MASERU 100  
TEL: 22312012  
FAX: 22310038

Website: [www.lndc.org.ls](http://www.lndc.org.ls)

### PURPOSE

To design and create information technology-based multimedia products by understanding LNDC LNDC's strategic communication direction and aligning the design of marketing collateral and all media-based content to help achieve the strategy of the organisation by maintaining and expanding brand awareness. **The position reports to the Corporate Communications Manager.**

### MAIN OUTPUTS AND RESPONSIBILITIES:

#### 1. Resource Management

- Provide input into the required changes in multimedia resources for the LNDC to enable the achievement of the LNDC and its multimedia aspect.
- Determine resource needs of the team and/or own area of work.
- Supervise on an ad hoc basis and oversee a team of external contractors focused on developing animations, programmes, video content and acoustics in line with the LNDC's project briefs ensuring all content produced is as scoped and can be implemented as intended to further the LNDC's strategy.

#### 2. Brand Management

- Operationalise marketing, branding and communications strategies to create wider value for the LNDC brand.
- Use the LNDC brand to create awareness of the organisation's products and services, both internally and externally.
- Identify the perception of the organisation's brand and recommend both proactive and reactive solutions to enhancing brand value.
- Drive the manifestation of the corporate identity using the organisation's brand.
- Focus on brand associations formed by the public, investors, and other external stakeholders. Recommend and deliver on remedial solutions.
- Identify public and other external stakeholder perceptions of LNDC by analysing the response to press releases, media briefings, interaction with social and digital media posts etc.
- Analyse social media data and reports thereof to gain an understanding of how the content has been engaged with, and how well it has been received.

#### 4. Stakeholder Relations

- Support in the building and maintenance of relationships with internal and external stakeholders to ensure information, advice or opinions on relevant matters is made available and/or communicated appropriately and timeously.



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- Communicate with all relevant internal and/or external stakeholders on issues of the area of specialisation.

### 5. LNDC Multimedia Building

- Implement Promotion plan for Lesotho as a preferred source destination for foreign investment and foreign buyers by using Multimedia.
- Create concept ideas to further enhance the LNDC footprint in the global market by engaging with the Corporate Communication Manager to verify and solidify concepts.
- Deliver on the multimedia aspects of key LNDC projects by creating and implementing LNDC multimedia project plans and delivering according to internal and external stakeholder briefs.
- Supervise the development of the LNDC marketing material and advertisements driving consistency across all platforms, ultimately creating one single image of LNDC among internal and external stakeholders across the globe.
- Enhance own and internal multimedia skills and expertise by remaining in touch with the market and the latest technology available to drive the expansion of the LNDC.
- Conduct multimedia and product testing by scrutinising the developments of the external contractors from animations, programmes, videos and any other content being produced to ensure alignment to project brief and making amendments where necessary.

### QUALIFICATION AND EXPERIENCE REQUIRED

- Degree in Multimedia, Graphic Design or relevant field
- 2 – 4 years Minimum 4-6 years demonstratable experience in Graphic Designing and Marketing or Brand positioning.



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## REQUIRED SKILLS AND COMPETENCIES

|   | <b>Behavioural</b>   |
|---|--|
| <b>Accountability</b>                   | Continue to work effectively without losing sight of quality standards. Keep to agreements that have been made. Take responsibility for own behaviours and the related results. Come to the colleagues' rescue if problems arise or mistakes are made. Communicate to stakeholders when deadlines and agreements cannot be fulfilled.  |
| <b>Conceptual Thinking (Innovation)</b> | Apply learned concepts and use knowledge of theory or different past situations to view current situations. Apply learned concepts across various situations.  |
| <b>Customer Oriented</b>                | Take personal responsibility to resolve customer issues. Make self fully available, especially when the customer is going through a critical period. Request on-going feedback from customers and take action in response to it; manage to retain and capitalise on existing customers. Take the "extra step" to resolve customer issues appropriately, even in the case where they do not fall under own area of responsibility. Is aware of the level of service offered by the competition and provide more for customers than they expect.   |
| <b>Effective Communication</b>          | Explain and convey key and at times complex information (technical, legal, regulatory, or procedural) to others, adapting content and style, as necessary and ensuring that this information is understood. Take others' perspectives into account when, negotiating or presenting arguments. Anticipate reactions to messages and adapt communications accordingly. Share information and resources proactively across areas which support improvement.   |
| <b>Interpersonal Understanding</b>      | Understand emotion (by reading body language, facial expression, and/or tone of voice) and what the other person explicitly says about a business or other issue (the other person's explicit content that goes beyond labelling their emotions).  |
| <b>Networking</b>                       | Nurture both formal and informal contacts by sharing information, best practices, respective interests and expertise in order to facilitate the operational progress of work. Identify current or past contacts that can provide work-related information or operational assistance. Foster two-way trust in dealing with contacts (e.g. maintain confidentiality regarding sensitive information).  |
| <b>Stakeholder Management</b>           | Build awareness of interactions and linkages across key stakeholder groups in order to influence with impact on basic policy messages (which may be beyond your immediate project work). Repair any damaged or difficult relationships externally in order to maximise the organisation's influence and credibility. Develop and maintain a good understanding of different approaches to stakeholder management and be able to choose which approach to use to maximum effect. Be proactive in identifying opportunities to use stakeholder engagement (including collaborative working) to deliver strategic benefits. Actively promote sharing of information and collaboration |



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|  |   |
|--|---|
|  | across the organisation. Support others to maintain positive internal relationships and to resolve conflicts where necessary. |
|--|---|

|                                    | Technical   |
|------------------------------------|---|
| <b>Brand Reputation Management</b> | Basic understanding and knowledge of brand management and marketing concepts. Applies basic principles and concepts of brand management with relation to strengthening the organisation as a brand to its stakeholders. |
| <b>Macroeconomic analysis</b>      | Understand the fundamentals of the domestic and global economy. Possess knowledge of basic macroeconomic measures and have a general understanding of the effects.  |
| <b>Planning and Organising</b>     | Plan his or her daily work effectively; area; needs more application experience or practice if the required planning is more extensive. Independently plans and organises own routine work.                             |
| <b>Presentation Skills</b>         | Communicate simple facts in a clear and precise manner by arranging facts in a logical manner. Demonstrate the ability to solicit and value the interest and opinions of the audience.                                  |
| <b>Verbal Communication</b>        | Able to explain procedures, or familiar concepts, adapting the words or explanation to suit the person or the situation.  |

## TERM OF CONTRACT

Permanent and Pensionable

## HOW TO APPLY:

Interested, suitably qualified and experienced candidates should email their applications accompanied by educational certificates and transcripts in **PDF FORMAT ONLY** to [recruitment@lndc.org.ls](mailto:recruitment@lndc.org.ls) Job title must be used as email subject. Closing date is **Friday, 10h May, 2024 at 17:00.**

To apply, candidates **MUST** download and fill an application form accessible on the Corporation's website: [www.lndc.org.ls](http://www.lndc.org.ls) Detailed advert is also available on the website.

**Disclaimer:** Only applicants who have used the LNDC application form and used the appropriate email subject will be considered. Only shortlisted applicants will be responded to.