

Job Title:	SME Fund: Communications & Strategic Engagement Officer	Department:	MSME Development an Export Promotion
Employee Name:		Division:	Startup & Scale
Job Category:	Skilled / Professional	Job Grade:	
Travel Required:		Position Type:	Fixed Term
Location:	Windhoek	Subordinates:	None
Immediate Supervisor	SME Fund: Project Lead		
Job Purpose:			
<p>The Communications & Strategic Engagement Officer will support strategic communication, stakeholder engagement, visibility, branding, and public relations activities for the SME Fund.</p> <p>The position will support communication initiatives that strengthen awareness, stakeholder participation, ecosystem visibility, donor visibility compliance, and strategic positioning of the SME Fund nationally, regionally, and internationally.</p> <p>The incumbent will further support communication and engagement initiatives aligned with entrepreneurship development, MSME support, innovation ecosystem strengthening, and strategic partnership coordination in line with the objectives of the project.</p>			



Responsibilities	Performance Indicators
<p>1. Communications and Visibility</p> <ul style="list-style-type: none"> ● Support implementation of the SME Fund communication and visibility strategy. ● Develop communication materials including press releases, newsletters, reports, presentations, social media content, and stakeholder updates. ● Coordinate social media, website, and digital communication activities related to the SME Fund. ● Support branding and visibility activities aligned with approved donor and organisational requirements. ● Support documentation of success stories, impact stories, and ecosystem engagement activities. 	<p>Number of communication outputs developed and published.</p> <p>Growth in stakeholder engagement and visibility.</p> <p>Compliance with communication and branding requirements.</p> <p>Timely preparation of communication materials.</p>
<p>2. Stakeholder Engagement and Strategic Coordination</p> <ul style="list-style-type: none"> ● Coordinate stakeholder communication and engagement activities. ● Support organisation of workshops, launches, networking sessions, stakeholder engagements, and ecosystem events. ● Facilitate communication and follow-up with stakeholders and partners. ● Maintain stakeholder communication databases and engagement records. ● Support strategic ecosystem and partnership engagement initiatives. 	<p>Number of stakeholder engagements coordinated.</p> <p>Stakeholder participation and engagement levels.</p> <p>Effective stakeholder communication and follow-up.</p>



<p>3. Media and Public Relations</p> <ul style="list-style-type: none"> • Support media liaison and public relations activities related to the SME Fund. • Draft speeches, talking points, briefing notes, and communication responses where required. • Coordinate media visibility opportunities and stakeholder communication activities. • Monitor media and communication coverage relating to SME Fund initiatives. 	<p>Increased media and ecosystem visibility.</p> <p>Number of media and communication engagements facilitated.</p> <p>Timely preparation of media and communication outputs.</p>
<p>4. Reporting and Knowledge Management</p> <ul style="list-style-type: none"> • Maintain communication records, media trackers, stakeholder engagement reports, and communication databases. • Support preparation of communication and stakeholder engagement reports. • Document communication lessons learnt, stakeholder engagements, and ecosystem developments. 	<p>Accuracy and maintenance of communication records.</p> <p>Timely submission of reports and stakeholder updates.</p> <p>Quality of communication and reporting outputs.</p>

<p>Job Requirements</p>	
<p>Qualifications and Education Requirements</p>	<p>Preferred Skills</p>
<ul style="list-style-type: none"> • Bachelor's Degree in Communications, Public Relations, Marketing, Journalism, 	<ul style="list-style-type: none"> • Excellent written and verbal communication skills.



Media Studies, or related field (NQF Level 7)

- Minimum 3–5 years' relevant experience in communications, stakeholder engagement, public relations, or related environment.
- Experience working in donor-funded projects, MSME development initiatives, or entrepreneurship ecosystems will be advantageous.
- Good understanding of digital communication platforms and stakeholder engagement environments.
- Must be computer literate with good working knowledge of Microsoft Office applications and communication tools.
- Valid Driver's license is an added advantage

- Strong stakeholder engagement and relationship management abilities.
- Strong content development and storytelling skills.
- Good event coordination and organisational abilities.
- Strong presentation and communication skills.
- Professionalism, diplomacy, and confidentiality.
- Strong attention to detail and time management skills.
- Creative thinking and problem-solving abilities.
- Friendly and well presented.
- Honest with a high level of personal integrity.
- Good communication and interpersonal skills.