



JOB DESCRIPTION:

POSITION TITLE	Admin & Stakeholder Liaison Officer
REPORTS TO	Ongwediva Annual Trade Fair Preparatory Committee
OFFICE	Ongwediva Trade Fair Society
SALARY	N\$170,000.000 P/A
BENEFITS	Medical Aid contribution
CONTRACT	5 years, subject to renewal upon performance review

1. INTRODUCTION

The Ongwediva Trade Fair Society (OTFS), a Section 21 entity incorporated under the Companies Act (Act 28 of 2004), is mandated to coordinate, promote, and deliver the Ongwediva Annual Trade Fair (OATF) and associated exhibitions, expositions, seminars, and public events.

As the only full-time officer within the OTFS Secretariat, the Administration & Stakeholder Liaison Officer plays a pivotal operational role, providing administrative continuity, institutional memory, stakeholder coordination, and executive support to both the OTFS Board and the OATF Preparatory Committee (OATFPC).

2. JOB PURPOSE

To provide comprehensive administrative, organisational, and stakeholder-coordination support to OTFS and OATF; ensure efficient office operations; facilitate productive engagement with exhibitors, sponsors, partners, and the public; maintain the Society's digital presence; and support the successful planning, execution, and evaluation of the Ongwediva Annual Trade Fair.

3. KEY RESPONSIBILITIES

A. Executive & Secretariat Support

- Coordinate, arrange, and manage all statutory, preparatory, and subcommittee meetings.
- Prepare meeting notices, agendas, documentation packs, attendance registers, resolutions, and minutes for OTFS Board and OATFPC.
- Track implementation of Board and Committee resolutions and maintain an organised, up-to-date resolution register.

- Provide executive assistance to the Chairperson, including drafting correspondence, preparing reports, and following up on actions.
- Maintain strict confidentiality on all Society and Trade Fair matters.

B. Office & Administrative Management

- Serve as the central administrative focal point responsible for the daily operations of the OTFS Secretariat.
- Manage procurement requests, quotations, filing systems, inventories, and supplies.
- Maintain office equipment and coordinate service providers as necessary.
- Prepare monthly, quarterly, and annual administrative reports for OTFS and OATF.
- Maintain databases, including exhibitor, sponsor, supplier, and stakeholder registers.
- Ensure compliance with relevant governance, administrative, and organisational procedures.

C. Stakeholder Engagement & Relationship Management

- Coordinate stakeholder relations with exhibitors, sponsors, government agencies, corporate partners, community actors, and the general public.
- Support the design and execution of stakeholder engagement programmes that enhance the visibility, reputation, and impact of OATF.
- Facilitate communication between OTFS, Ongwediva Town Council, the business community, diplomatic missions, and development partners.
- Respond to stakeholder enquiries professionally and promptly, ensuring excellent customer care.
- Manage exhibitor onboarding processes, communication, and support from registration to post-event evaluations.

D. Communications, Marketing & Digital Presence

- Maintain and regularly update OTFS/OATF digital platforms, including websites and all official social media pages.
- Develop content, manage announcements, campaigns, and public information updates in collaboration with the OATFPC Marketing & Communications Subcommittee.
- Assist in implementing marketing and public relations activities promoting OATF and other OTFS initiatives.
- Ensure that branding, messaging, and corporate identity guidelines are consistently applied across platforms.

E. Event Coordination & Technical Support

- Support planning, logistics, and execution of activities leading up to and during the Ongwediva Annual Trade Fair.
- Act as liaison between the Secretariat and operational teams during the Trade Fair period, including exhibitors, sponsors, service providers, security, and hospitality partners.

- Provide frontline customer service and on-site support during exhibitions and events.
- Identify operational challenges and propose practical solutions to improve stakeholder experience.
- Support data collection, surveys, customer-experience assessments, and post-event reporting.

4. MINIMUM QUALIFICATIONS & EXPERIENCE

Qualifications

- Minimum National Diploma in Marketing, Public Relations, Communications, or a related field.

Experience

- Minimum of 5 years' experience in stakeholder liaison, marketing, public relations, or corporate communications.
- Minimum of 3 years' administrative or secretarial experience.
- Demonstrated experience in event coordination or exhibitions is a strong advantage.
- Proficiency in MS Office, online marketing tools, and social media management.
- Strong written and verbal communication skills.

5. KEY COMPETENCIES

- Strong interpersonal and stakeholder-engagement abilities.
- Excellent organisational, planning, and coordination skills.
- Ability to work independently with minimal supervision while managing multiple tasks.
- High emotional intelligence, professionalism, and discretion.
- Strong problem-solving, customer-service orientation, and conflict-resolution skills.
- Knowledge of the exhibition and events industry.
- Creative and proactive approach to digital communication and marketing.
- Ability to work under pressure, especially during high-activity periods such as OATF peak season.

6. REPORTING & ACCOUNTABILITY

The Administration & Stakeholder Liaison Officer reports directly to the Chairperson of Ongwediva Annual Trade Fair Preparatory Committee and supports the mandates of:

- The OTFS Board
- The OATF Preparatory Committee
- Subcommittees of the OATFPC

The candidate shall also act in a supervisory role for all interns of the Ongwediva Annual Trade Fair.

The role requires high levels of accountability, time management, integrity, and confidentiality.

7. WORKING CONDITIONS

- Full-time position based at the Ongwediva Trade Fair Centre.
- Extended working hours may be required during Trade Fair preparation, peak operational periods, and post-event wrap-up.
- Interaction with a wide range of stakeholders at varying levels of seniority.

8. PERFORMANCE MEASURES

- Timely delivery of minutes, reports, and resolutions tracking.
- Efficient management of the OTFS office and administrative systems.
- Responsiveness and quality of stakeholder engagement.
- Visibility and activity levels across social media platforms.
- Quality and accuracy of communication materials.
- Demonstrated contribution to the smooth execution of the Ongwediva Annual Trade Fair.