



Global Cybersecurity Initiative (GCI)

Job Description: Branding and Marketing Executive (1 Position) Position: Branding and Marketing Executive

Location : Flexible Remote (Africa)
Reports to : Chief Executive Officer
Application Deadline : 31 July 2026

About the Role

The Global Cybersecurity Initiative (GCI) is seeking a dynamic and creative Branding and Marketing Executive to lead the promotion of our cybersecurity conferences, training programmes, campaigns, and strategic initiatives across Africa.

The successful candidate will strengthen the GCI brand, increase event registrations, attract sponsors, and enhance stakeholder engagement through innovative marketing strategies.

Key Responsibilities

- ✚ Develop and implement branding and marketing strategies for GCI events and programmes.
- ✚ Design and manage digital marketing campaigns across social media, email, and websites.
- ✚ Create marketing materials, including flyers, brochures, banners, presentations, and promotional videos.
- ✚ Manage the GCI brand identity and ensure consistency across all communication platforms.
- ✚ Promote conferences, workshops, and webinars to increase delegate registrations.





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- ✚ Develop sponsorship marketing campaigns and corporate partnership proposals.
- ✚ Coordinate media relations and engage with television, radio, print, and online media.
- ✚ Manage social media platforms and monitor campaign performance.
- ✚ Produce newsletters, press releases, and marketing reports.
- ✚ Work closely with Global Sales Executives to support sponsorship and delegate recruitment.
- ✚ Analyse campaign performance using marketing analytics and recommend improvements.
- ✚ Build relationships with partners, industry associations, and stakeholders across Africa.

Minimum Requirements

- ✚ Bachelor's degree or Diploma in Marketing, Branding, Communications, Public Relations, Digital Marketing, Business Administration, or a related field.
- ✚ Minimum of 5 years' experience in branding, marketing, communications, or business development.
- ✚ Proven experience in event marketing and conference promotion.
- ✚ Strong knowledge of digital marketing and social media management.
- ✚ Excellent written and verbal communication skills in English.
- ✚ Proficiency in graphic design tools (e.g., Adobe Creative Suite or Canva) is an added advantage.
- ✚ Experience with website content management and email marketing platforms.
- ✚ Ability to develop compelling marketing content and promotional campaigns.
- ✚ Strong networking and relationship management skills.
- ✚ Willingness to travel locally and internationally when required.

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Desired Competencies

- Creative and innovative thinker.
- Strong presentation and communication skills.
- Excellent organisational and project management abilities.
- Results-oriented and able to meet deadlines.
- Self-motivated with the ability to work independently.
- Professional appearance and high ethical standards.
- Strong analytical and problem-solving skills.
- Passion for cybersecurity, technology, and innovation.

Performance Indicators (KPIs)

- Growth in conference registrations.
- Sponsorship leads generated and converted.
- Increase in social media engagement and followers.
- Brand visibility across Africa.
- Number of successful marketing campaigns delivered.
- Website traffic and digital campaign performance.
- Media coverage achieved.
- Stakeholder and partner satisfaction.

What We Offer

- Opportunity to work on continental cybersecurity initiatives.
- Exposure to international conferences and industry leaders.
- Professional growth and networking opportunities.
- Performance-based incentives.
- Flexible working environment.





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How to Apply

Interested candidates should submit the following:

- ✓ Cover Letter
- ✓ Updated Curriculum Vitae (CV)
- ✓ Certified copies of qualifications
- ✓ Portfolio of previous marketing or branding work (if available)
- ✓ Contact details of three professional referees

Applications should be sent to:

✉ ceo@dstech.com.na

✉ info@dstech.com.na

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