



Public Service of Papua New Guinea

JOB DESCRIPTION

		POS. NO.: NISITCOP.032
DEPARTMENT : NATIONAL INSTITUTE OF STANDARDS AND INDUSTRIAL TECHNOLOGY (NISIT)	DESIGNATION/CLASSIFICATION: MARKETING OFFICER GR. 8	
OFFICE/AGENCY:	LOCAL DESIGNATION: MARKETING OFFICER	
DIVISION: CORPORATE SERVICES	HIGHEST SUBORDINATE:	POS. NO.:
BRANCH: FINANCE	IMMEDIATE SUPERVISOR: SENIOR BUSINESS DEVELOPMENT OFFICER	POS. NO.: NISITCOP.016
SECTION: HUMAN RESOURCE	LOCATION: BOROKO, NCD	

HISTORY OF POSITION

DPM FILE NO.	DATE OF VARIATION	DETAILS
IMP 6-1-NISIT	28.09.2006	Reno/Redes/Reclass/Revise duties.

1. General Purpose

The Marketing Officer is responsible for promoting NISIT's mandate, services, programs, and initiatives through effective marketing, branding, and outreach strategies. This position plays a key role in enhancing NISIT's public image, increasing awareness of standards and quality assurance, and strengthening stakeholder engagement in alignment with the organization's strategic goals.

2. Main Roles and Responsibilities

The Marketing Officer will:

- Assist the Senior Information and sales Officer on the implementation of annual marketing and communication plans aligned with NISIT's strategic objectives.
- Assist to promote NISIT's products, services, and events through digital, print, and traditional media platforms.
- Assist the Senior Information and sales Officer with the design, production, and distribution of marketing materials, brochures, newsletters, and social media content.

- Assist the Senior Information and sales Officer to coordinate marketing campaigns, exhibitions, workshops, and awareness programs.
- Assist the Senior Information and sales Officer to maintain and update NISIT's website and social media channels with engaging and relevant content.
- Conduct market research to identify trends, target audiences, and promotional opportunities.
- Build and maintain strong relationships with media outlets, stakeholders, and industry partners.
- Ensure brand consistency across all communications and promotional activities.
- Prepare reports on marketing activities, outreach impact, and public engagement.
- Support internal communications and staff awareness programs.

3. Qualification and Experience

- Bachelor's Degree in Business Management or a related field.
- Minimum of **3 years of work experience** in marketing, corporate communications, or public relations, preferably within a government, corporate, or NGO setting.
- Experience in digital marketing, event coordination, and content creation is highly desirable.
- Demonstrated experience in developing and executing successful marketing campaigns.

4. Knowledge

- Understanding of marketing principles, branding, and public relations strategies.
- Knowledge of digital marketing tools, content management systems, and social media analytics.
- Familiarity with the mandate, functions, and services of NISIT or similar government/regulatory bodies.
- Awareness of industry trends, stakeholder engagement techniques, and customer relationship management.
- Understanding of PNG cultural and business environment.

5. Key Competencies

- Strong verbal and written communication skills.
- Creative thinking and ability to generate innovative marketing ideas.
- Project management and organizational skills.
- Proficiency in Microsoft Office Suite, graphic design tools (e.g., Canva, Adobe), and online marketing platforms.
- Ability to multitask and meet tight deadlines.
- Analytical skills for evaluating marketing effectiveness.

6. Positive Attitudes

- Professionalism and integrity in all dealings.
- Proactive, results-oriented mindset.
- Team player with collaborative approach.
- Willingness to learn and adapt to new technologies.
- Commitment to NISIT's vision and values.
- Respect for cultural diversity.

7. Performance Criteria

Performance will be measured based on:

- Timely delivery of marketing plans, campaigns, and events.
- Quality and impact of marketing materials and content.
- Increased public awareness and stakeholder engagement with NISIT.
- Consistency in NISIT's branding and public image.
- Accuracy and timeliness of reports.
- Positive feedback from internal and external stakeholders.

8. The Organization Relationship

- **Reports to:** Senior Information & Sales Officer
- **Supervises:** Nil (may provide guidance to interns or temporary staff as required).
- **Liaises with:** All NISIT Divisions, media organizations, stakeholders, government agencies, industry representatives, and the general public.
- **External Relationships:** Media, vendors, community groups, private sector, and international partners relevant to marketing activities.