EXCITING CAREER OPPORTUNITIES

The Management University of Africa (MUA) is a private University in Kenya located off Mombasa Road in Nairobi. We envision being a premier university providing Management and transformative leadership solutions worldwide. We are looking for dynamic, self-driven and result oriented professionals to fill the following positions:

1.0 REGISTERING OFFICER

JOB PURPOSE:

- Admission and recruitment of qualified Students at MUA
- Write admission letters to admitted students
- Verification of students certificates
- Maintain updated student records and numbers
- Timely communication to students
- Writing and disseminating admission report

KNOWLEDGE SKILLS AND EXPERIENCE REQUIRED

- To recruit students as per the University entry requirements in line with the Commission for University Education (CUE) guidelines.
- Responding to all enquiries, mails regarding admission (INFO).
- Preparation, requisition and issue of student ID CARDS.
- Writing and dispatching admission letters for government sponsored students.
- Ensuring that the semester Nominal Roll is fully signed by all students.
- Maintain students’ records and admission database (both manual & electronic).
- Certification and Verification of students original documents Vis a Vis copies.
- Issuing of student Admission numbers upon fees payment.
- Making follow up on all admission applications.
- Making requisition for admission requirements & stationary items.
• Preparing and forwarding to the Deans of school a summary of students Certificate, Diploma and CILY admitted with their admission numbers and session of study.
• Participating in marketing and University products
• Perform any other duties assigned time to time.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

• Bachelor in Education or ICT or Records Management / Business Related field.
• Certificate in Computer Application
• Three years experience on admission criteria and record keeping.

2.0 MARKETING EXECUTIVES – 3 POSITIONS – NYERI, MERU AND MACHAKOS

JOB PURPOSE:

To support the Marketing function in delivering its objectives by making sales and advising on the current market trends, among others, based on market surveys.

KEY DUTIES AND RESPONSIBILITIES

1. Market surveys

• Analysis of competitor activities by monitoring all activities of interest and benefit to the marketing function. These include monitoring competitor’s performance in terms of;
  i. Business performance –registrations, populations, programs offered and the pricing, facilities and other relevant areas
  ii. Marketing strategies utilized for example advertisements and promotions
  iii. Expansion and growth activities of competitors including new branches, new collaborations
  iv. Monitor new entrants into the market

• Receiving and collecting market intelligence to identify new/potential market and product opportunities and assess demand, University’s brand positioning and awareness.
• Timely communication of all information acquired to the Business development manager with proposals on the best action.

2. Direct Marketing and sales through posters and fliers

• Ensure the effective utilization of the following marketing mechanisms:
• **Posters and fliers**
  i. Strategic consistent and aggressive placement of the appropriate posters and fliers in all legally allowed and beneficial places that target an appropriate market segments and mass markets.
  ii. Ensure replenishment of posters in places where the posters are placed on contract basis or are likely to be removed

• Co-ordination of and representation in events such as conferences, seminars and exhibitions that will promote the awareness of the University and its credentials.

• Be familiar with all courses offered in the University so as to identify the most effective ways of convincing varying targets and identifying gaps in the current offering.

3. **Sales**

• Selling courses to prospective clients and Meeting monthly sales targets as will be agreed upon with the line manager through various methods including activation of churches, schools and companies.

4. **In-house monitoring**

• Monitors the University’s outdoor marketing platforms to ensure proper maintenance and advice on any corrective action or necessary reaction to competitor actions.

5. **Custodianship**

• Ensure the safekeeping and maintenance of all University marketing equipment and materials including posters, fliers, roll up banner, among others.

**QUALIFICATIONS, KNOWLEDGE & EXPERIENCE REQUIRED**

• Degree/Diploma in Marketing
• Certificate / diploma in computer skills
• Excellent communication skills
• Excellent organization skills
• Good report writing skills
• Two Years working experience in a reputable organization.

**HOW TO APPLY**

Interested candidates who satisfy the requirements below should forward their applications accompanied by a detailed CV, email address, day time telephone contact, name and address of three referees. The applications should reach the undersigned not
later than 10th April 2020. The Management University of Africa is an equal opportunity employer.

THE VICE - CHANCELLOR
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