



## **EXCITING CAREER OPPORTUNITIES**

The Management University of Africa (MUA) is a private University in Kenya with its main campus in Kisumu, Kajiado County and a campus in South C, Nairobi. We envision being a premier University providing Management and transformative leadership solutions worldwide. We are looking for a dynamic, self-driven and result oriented professionals to fill the following positions:-

### **1.0 MARKETING EXECUTIVES - 5 POSITIONS- KISII, NYERI, MACHAKOS, NANYUKI AND KISAJU (KITENGELA)**

#### **JOB PURPOSE:**

To support the Marketing Department in delivering its objectives by recruiting students and advising on the current market trends, among others, based on market surveys.

#### **KEY DUTIES AND RESPONSIBILITIES**

- Planning and execution of lead generation and marketing strategies for the University in the region.
- Generate personal leads, make follow-up calls and visits the prospects to close sale and meet individual recruitment targets.
- Gather marketing intelligence in social media, web analytics, rankings, competition etc, and report to management.
- Update and keep records, databases and inventories with statistical, financial and non-financial information to assist decision making in the department.
- Organize promotional events and all campaigns to facilitate marketing success of the region
- Prepare and deliver campaigns within the region to improve visibility of the university.
- Build strong relationships with clients and all stakeholders to enable come-back or referrals from them.

- Analysis of competitor activities by monitoring all activities of interest and benefit to the marketing function.
- Co-ordination of branch activities and representation in events such as conferences, seminars and exhibitions that will promote the awareness of the University and its credentials.

## **QUALIFICATIONS, KNOWLEDGE & EXPERIENCE REQUIRED**

- Degree/Diploma in Marketing or Business related subjects
- Certificate / diploma in computer skills
- Excellent communication skills
- Excellent organization skills
- Good report writing skills
- Two Years working experience in a reputable organization.

## **2.0 COMMUNICATION INTERN**

### **JOB PURPOSE**

The communications intern will work directly with the Corporate Affairs Department in promoting the laid down procedures as pertains the strategies and work plan of the department. The nature of the communications team is cross - functional, thus the intern has the opportunity to work on various projects across all issues related to areas that directly or indirectly to the department.

### **KEY DUTIES AND RESPONSIBILITIES**

- Digital marketing and Lead generation
- Help in the implementation of internal communications strategy by developing and creating informative content for the specified targeted audience in the University's E-Bulletin.
- Assist in Media liaison and monitoring.
- Assist in Newspaper review.
- Help build a culture where two-way internal communication is seen as fundamental and integral to the success of the organisation and its staff.
- Continually evaluate the success of internal communications, while working with various departments of the institution.

- Cover news, including staff functions, health camps, conferences, marketing events, CSR activities and institutional events (sports, graduation ceremonies, training programmes and seminars, student elections, student progress, student orientation)etc.
- Help in the coordination of marketing events.
- Assist in writing and editing copy (ranging from news reports and features to interviews and letter text) for both the staff e-newsletter and the quarterly.
- Assist in Maintaining staff engagement during content development.
- Work together with the I.T department in updating the institution’s website for better visibility.

### **KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED**

- Bachelor of Arts Degree in Journalism, Communication or Public Relations or a Diploma in a similar field.
- Minimum one (1) year of experience in Public relations, Media house or Corporate Communications.
- Photography skills, and social media management skills.
- Knowledge in design or Photoshop
- Excellent written and Communications skills
- Familiarity with search optimization is an added advantage
- Sound knowledge of journalistic code of conduct

### **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 **20<sup>th</sup> April 2022**. The Management University of Africa is an equal opportunity employer.

**THE VICE - CHANCELLOR**  
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