



EXCITING CAREER OPPORTUNITIES

The Management University of Africa (MUA) is a private University in Kenya with its main campus in Kisumu, Kisumu 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 - 2 POSITIONS - NAIROBI REGION

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 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
- 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 **25th May 2022** . The Management University of Africa is an equal opportunity employer.

THE VICE - CHANCELLOR

The Management University of Africa
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