

Assistant Marketing Officer at St. Paul's University

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Job Description

St. Paul's University is an ecumenical private chartered university founded in . It is strategically located in the lush Kiambu County along Nairobi-Limuru Route A, 30kms from Nairobi, next to Jumuia Conference and Country Home with other campuses in Nairobi, Nakuru and Machakos. It is in a cool and serene environment that is very conducive for learning.

DETAILS OF THE JOB

Coordination of all university marketing activities as envisaged in the PR and Marketing strategic plan outputs.

Develop and implement effective marketing campaigns with measurable goals.

Create a customer research database for relationship marketing.

Working with the Assistant Public Relations Officer to achieve the set Marketing objectives.

Establishing and Maintaining a consistent competitive marketing edge of the university.

Analysing potential strategic partner relationships for marketing.

REQUIREMENTS

QUALIFICATIONS/EXPERIENCE REQUIRED

Bachelor's Degree in Marketing, Business or relevant field from a recognized university.

Post-graduate qualification in a relevant discipline will be an added advantage.

A minimum of three years of relevant professional experience.

Registration with a professional body.

Competence with Information Technology skills and experience of using marketing softwares

KEY COMPETENCIES

Excellent written and verbal communication skills.

Ability to multitask and quickly prioritize and organize.

Demonstrate competency in Relationship Marketing and be able to develop effective marketing campaigns.

Deep understanding of the changing market dynamics.

Demonstrate ability to think strategically , analyse complex information and offer creative and practical solutions.

Demonstrate ability to conduct and analyse customer research and database .

Advanced knowledge of social channels relevant to an institution of higher learning.

Ability to lead a team, work flexibly with a team for long hours and under pressure

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