

## Director, Strategic Marketing & Communications at United States International University – USIU Africa

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### Job Description

United States International University – Africa is located in the Kasarani area, off Thika Road in the suburb of Kenya's capital city of Nairobi. The university is an independent, not-for-profit institution serving students representing 69 nationalities. It offers 24 degree programs from undergraduate to doctoral level, all of which are accredited in Kenya and the United States of America.

### Job Summary

Reporting to the Vice Chancellor, the job holder is responsible for leading the development and implementation of integrated and comprehensive Marketing & Communication strategies for the University to enable it achieve its enrollment and reputational goals. The position oversees Institutional Research; Events; Brand Store and University Publications.

### Key Responsibilities

Lead the development of robust and integrated Marketing & Communication campaigns, Events management; University Publications and the University Brand Store focusing on establishing a strong and recognizable USIU-Africa brand.

Create and execute plans to raise the University's public profile using media relations, marketing and creative services, web and social media communication, targeted print and electronic communication, leadership communication and other activities.

Ensure high visibility of USIU-Africa Brand by actively engaging both internal (students,

faculty, staff, and governing bodies) and external stakeholders (media, alumni, parents, public and private sectors, etc.).

Work across the University to advance university-wide communication, marketing, branding and enrollment management strategies.

Oversee the seamless execution of on-campus events in line with the university's brand guidelines, policies and image aspirations.

Oversee the Institutional Research department to ensure accurate data for decision making including data generation, conducting surveys, monitoring and evaluation of the University's Strategic Plan and annual Scorecard.

Oversee the University's participation in reputable regional and global university rankings.

Mentor, coach and supervise staff in the Division.

Develop and monitor the division's annual plan and budget.

Provide technical advice and reports to management when required.

**Job Dimensions:**

**Financial Responsibility**

Develop and Manage the Strategic Marketing & Communications Division Budget.

**Job Specifications:**

**Academic Qualifications**

Master's degree in Marketing, Communication, Public Relations or related field.

Bachelor's Degree in Marketing & Communication, Public Relations or related field.

**Professional Qualifications / Membership to professional bodies/ Publication**

Relevant professional qualification.

Member of a relevant professional body.

**Work Experience Required**

Minimum of twelve years overall experience and out of which at least six years should be at managerial level.

Experience in Communication, marketing, journalism or related field.

Experience in public relations, marketing or communications at Senior level.

Excellent written and oral communication skills.

Experience developing marketing or communications campaigns.

Experience working in highly collaborative environments requiring interpersonal communication competence, initiative, active listening and emotional intelligence.

Experience with multicultural marketing and communications.

Demonstrated understanding of the Value of story telling.

### **Competencies**

Strong leadership skills.

Executive disposition and demonstrate high levels of integrity.

Broad and detailed knowledge of the Higher learning sector.

Strategic and innovative with the ability to sell the vision of the University.

Business/Financial acumen, business savvy and innovative.

Ability to develop long term integrated and cross-functional operational plans.

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