

Marketing and Communications Officer – Projects at United States International University – USIU Africa

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Job Description

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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 Purpose

The Marketing and Communications Officer – Projects is part of the Marketing & Communications team charged with the role of planning, developing, implementing and evaluating communications plans that raise the profile of the Mastercard Foundation Scholars Program and the eLearning Initiative to both internal and external stakeholders of USIU-Africa.

With deep understanding of programmatic needs for favorable engagement with internal and external stakeholders, the Officer will spearhead strategic, accurate, balanced and timely communications.

The Marketing and Communications Officer – Projects will collaborate with other Partners in the Mastercard Foundation Scholars Program and eLearning Initiative and will be responsible for communication at all levels and represent the projects' rightful image to all stakeholders. The position will report to the Chief Manager, Marketing and

Communications, USIU Africa.

The job holder will package and position the Mastercard Foundation Scholars Program and eLearning Initiative in communication channels to demonstrate opportunity and impact using creative and conventional platforms consistent with respective stakeholders.

The officer will work collaboratively with individuals who offer communications expertise within entities to ensure integration in messaging and tactics on activities that align with the Mastercard Foundation Scholars Program and eLearning Initiative communications priorities, bringing exceptional creativity and resourcefulness to the role.

Key Responsibilities/Tasks:

Develop, implement and evaluate communications guidelines for the Mastercard Foundation Scholars Program and eLearning Initiative in line with the Mastercard Foundation brand guidelines, position and represent it rightfully at all times and places. Sensitize the programs teams on proper communication and use of the Mastercard Foundation and USIU-Africa brand names.

Document and disseminate stories that demonstrate the impact of the Mastercard Foundation Scholars Program and eLearning Initiative internally at USIU Africa, in the African Continent and globally paying attention to the Scholars Program focus on Recruit, Educate, Prepare and Transition.

Build strong, useful and impactful relations and event communications with internal stakeholder groups and initiate and strengthen participation in the eLearning Community of Practice.

Support the Mastercard Foundation Scholars program and eLearning Initiative on effective Communication to strengthen existing and new Partnerships and Collaborations.

Plan, manage and document Mastercard Foundation Scholars Program and eLearning Initiative events and activities that are aligned to their goals including but not limited to all the students' recruitment and admission drives, Scholars Awards Evenings, Scholars Community Building Activities, etc.

Develop and regularly update high-quality communication content targeted at internal and external audiences focusing on advertisement and marketing campaigns to publicize, popularize and launch 15 Online/blended programs, students' recruitment, Scholars Program recruitment and selection, Scholar handbook, Scholars contract and other communication

releases through the social media, the website and other platforms. Spearhead positive publicity on all fronts

Organize trainings and team buildings for the Mastercard Foundation Scholars Program and eLearning Initiative teams and plan and facilitate stakeholder engagement activities.

Support the market research and/or validation of 15 Online/blended Programs being developed at USIU Africa

Develop Communication responses on specific issues/queries/ concerns/ general information as and when necessary.

Requirements

Qualifications /Educational/Professional/Experience:

Undergraduate degree in Education, Communications, Marketing, Journalism, Media Studies, Public Relations or a business-related field, from an accredited university.

5 years' experience in Communication for Development, Corporate Communications, Marketing, Media relations, Public relations or related field

Excellent writing and editing skills

Demonstrated experience creating successful communications plans

Demonstrated experience with digital and print communications

Experience in strategic stakeholder engagement and communications

Event management experience

Experience in brand building

Knowledge of web content management

Knowledge of the internal communications landscape

Issues management and crisis communications

Knowledge of Basic Kenya Sign Language will be an added advantage.

Personal Attributes and Competencies:

Takes initiative to leverage opportunities and tackle challenges

Uses creativity and critical thinking to identify solutions

Good in multi-tasking, able to work quickly and effectively under pressure with minimal supervision

Working knowledge and understanding of the value of storytelling in print, digital and social media channels. Commitment to USIU-Africa's vision and values

Confidentiality and integrity;

Team player with excellent interpersonal and intercultural skills;

Self-motivated; Attention to detail and Confidence

Adaptability and reliability

Good training, facilitation and presentation skills

Knowledgeable about current youth trends especially in the education sector

Good Communication, interpretation and report writing skills

Good Observation skills

Research and Analytical Skills

Strong adherence to ethical practice and data privacy.

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