

Marketing Officer (Content Developer) at KCA University (KCAU)

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Location: Kenya

Category: business-and-financial-operations

Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); KCA University (KCAU) is a private, non-profit institution, founded in July as Kenya College of Accountancy (KCA) by the Institute of Certified Public Accountants of Kenya (ICPAK) to improve the quality of accountancy and financial management training in the country. KCAU is located on Thika Road in Ruaraka, Nairobi, Kenya. The institution also maintains satellite colleges under the School of Professional Programmes in Githunguri, Kericho, Eldoret, Kisumu and Kitengela.

JOB OBJECTIVE

The job holder will be responsible for development and production of high-impact promotional materials, communications and publicity materials.

DUTIES AND RESPONSIBILITIES:

Assist in preparing and implementing the university's marketing strategy, core brand message, and their application to all media platforms.

Assist in development and production of high-impact promotional materials, communications and publicity materials, including but not limited to write-ups, brochures, flyers, University profiles and posters.

Assist in managing and generating technical product information for marketing.

Assist in market research to support and define the University's brand and marketing strategy.

Assist in distributing marketing information internally and externally.

Conduct media monitoring to track relevant news, events, trends and activities to boost the University's media bank content for different relevant thematic areas and advise section head appropriately.

Assist in monitoring and measuring the overall effectiveness and impact of internal communication strategy and related activities.

Organize and coordinate University events and protocol activities.

Assist in writing creative and unique content as well as come up with innovative ideas.

Assist in promoting the University's image by posting regular updates and news.

Any other duty as may be assigned from time to time.

REQUIREMENTS

QUALIFICATIONS AND EXPERIENCE

Bachelor's Degree in Marketing or its equivalent from an accredited/recognized University.

Three years of experience developing content, including web content, multimedia, advertising, managing social media platforms and marketing collateral OR six years work experience in a comparable Institution.

Member of a relevant professional body.

OTHER SKILLS AND COMPETENCIES

Proficiency in Adobe Suite, Photoshop, InDesign, Premiere, Illustrator, and QuarkXPress.

Excellent written and verbal communication skills

Good collaboration skills.

Reliable and detail-oriented.

Ability to work in teams as well as independently as and when required

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