



ST. PAUL'S UNIVERSITY

Your University of Choice!

JOB VACANCIES

St. Paul's University is a Christian Ecumenical institution of higher learning in Kenya with campuses in Limuru, Nairobi, Machakos and Nakuru. Since the award of Charter in 2007, St. Paul's university has continued to experience sustained growth with courses in various fields of study, research programs, student population of over 7000 and 300 full time staff. Qualified and competent personnel have remained the key to its growth. To this end, the university wishes to recruit committed Christians who are motivated, with demonstrable competencies to the positions below:

ASSISTANT MARKETING OFFICER

REPORTING TO: DEPUTY CORPORATE AFFAIRS MANAGER

BUSINESS UNIT: CORPORATE AFFAIRS DEPARTMENT

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.

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 (3) 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.

MARKETING EXECUTIVE

REPORTING TO: ASSISTANT MARKETING OFFICER

BUSINESS UNIT: CORPORATE AFFAIRS DEPARTMENT

DETAILS OF THE JOB

- Coordination of marketing activities as envisaged in the PR and Marketing strategic plan outputs, which include but not limited to marketing the university during career days in schools, exhibitions, churches, special events, and online marketing.
- Working with the Assistant Public Relations Officer to assist in achieving set marketing objectives.
- Establishing and maintaining a consistent competitive marketing edge for the university.

- Through strategic recruitment drive, grow the students' numbers in respective campuses as envisaged in the PR and Marketing strategic goals in regards to students' population growth.
- Deliberately harness the marketing goodwill from university staff, students and other constituents; segment them and continuously devise effective and relevant marketing strategies and incentives for the furtherance of agreed goals, objectives and targets.

QUALIFICATIONS/EXPERIENCE REQUIRED

- Bachelors' Degree or Higher National Diploma in Marketing or a relevant field from a recognized institution.
- At least (2) two years of relevant professional experience.
- Registration with a professional body will be an added advantage.
- Competence in Information Technology skill and experienced in using Marketing softwares.
- Customer care training is an added advantage.
- Prior experience in working with institutions of higher learning will be an added advantage.

KEY COMPETENCIES

- Outstanding communication and interpersonal skills.
- Superb analytical skills.
- Knowledge of relationship marketing.
- Uphold professionalism.
- Demonstrate ability to conduct customer research and analyse database.
- Demonstrate competency in digital marketing.
- Good team work skills and flexibility to work for long hours.

Interested candidates who meet the stated requirements can submit applications via the address below:

recruit@spu.ac.ke

All applications should be submitted on or before **30th May, 2023.**

Only shortlisted candidates will be contacted.

NB: ST. PAUL'S UNIVERSITY DOES NOT CHARGE A FEE AT ANY STAGE OF THE RECRUITMENT PROCESS.

