

## EXCITING CAREER OPPORTUNITIES

The Management University of Africa (MUA) is a private University in Kenya located off Mombasa Road in Nairobi. We envision being a premier university providing Management and transformative leadership solutions worldwide. We are looking for dynamic, self-driven and result oriented professionals to fill the following positions:-

### **1.0 REGISTERING OFFICER**

#### **JOB PURPOSE:**

- Admission and recruitment of qualified Students at MUA
- Write admission letters to admitted students
- Verification of students certificates
- Maintain updated student records and numbers
- Timely communication to students
- Writing and disseminating admission report

#### **KNOWLEDGE SKILLS AND EXPERIENCE REQUIRED**

- To recruit students as per the University entry requirements in line with the Commission for University Education (CUE) guidelines.
- Responding to all enquiries, mails regarding admission (INFO).
- Preparation, requisition and issue of student ID CARDS.
- Writing and dispatching admission letters for government sponsored students.
- Ensuring that the semester Nominal Roll is fully signed by all students.
- Maintain students' records and admission database (both manual & electronic).
- Certification and Verification of students original documents Vis a Vis copies.
- Issuing of student Admission numbers upon fees payment.
- Making follow up on all admission applications.
- Making requisition for admission requirements & stationary items.

- Preparing and forwarding to the Deans of school a summary of students Certificate, Diploma and CILY admitted with their admission numbers and session of study.
- Participating in marketing and University products
- Perform any other duties assigned time to time.

## **KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED**

- Bachelor in Education or ICT or Records Management / Business Related field.
- Certificate in Computer Application
- Three years experience on admission criteria and record keeping.

## **2.0 MARKETING EXECUTIVES - 3 POSITIONS - NYERI, MERU AND MACHAKOS**

### **JOB PURPOSE:**

To support the Marketing function in delivering its objectives by making sales and advising on the current market trends, among others, based on market surveys.

### **KEY DUTIES AND RESPONSIBILITIES**

#### **1. Market surveys**

- Analysis of competitor activities by monitoring all activities of interest and benefit to the marketing function. These include monitoring competitor's performance in terms of;
  - i. Business performance –registrations, populations, programs offered and the pricing, facilities and other relevant areas
  - ii. Marketing strategies utilized for example advertisements and promotions
  - iii. Expansion and growth activities of competitors including new branches, new collaborations
  - iv. Monitor new entrants into the market
- Receiving and collecting market intelligence to identify new/potential market and product opportunities and assess demand, University's brand positioning and awareness.
- Timely communication of all information acquired to the Business development manager with proposals on the best action.

#### **2. Direct Marketing and sales through posters and fliers**

- Ensure the effective utilization of the following marketing mechanisms:

- **Posters and fliers**
    - i. Strategic consistent and aggressive placement of the appropriate posters and fliers in all legally allowed and beneficial places that target an appropriate market segments and mass markets.
    - ii. Ensure replenishment of posters in places where the posters are placed on contract basis or are likely to be removed
  - Co-ordination of and representation in events such as conferences, seminars and exhibitions that will promote the awareness of the University and its credentials.
  - Be familiar with all courses offered in the University so as to identify the most effective ways of convincing varying targets and identifying gaps in the current offering.
- 3. Sales**
- Selling courses to prospective clients and Meeting monthly sales targets as will be agreed upon with the line manager through various methods including activation of churches, schools and companies.
- 4. In-house monitoring**
- Monitors the University's outdoor marketing platforms to ensure proper maintenance and advice on any corrective action or necessary reaction to competitor actions.
- 5. Custodianship**
- Ensure the safekeeping and maintenance of all University marketing equipment and materials including posters, fliers, roll up banner, among others.

## **QUALIFICATIONS, KNOWLEDGE & EXPERIENCE REQUIRED**

- Degree/Diploma in Marketing
- Certificate / diploma in computer skills
- Excellent communication skills
- Excellent organization skills
- Good report writing skills
- Two Years working experience in a reputable organization.

## **HOW TO APPLY**

Interested candidates who satisfy the requirements below should forward their applications accompanied by a detailed CV, email address, day time telephone contact, name and address of three referees. The applications should reach the undersigned not

later than **10<sup>th</sup> April 2020**. The Management University of Africa is an equal opportunity employer.

**THE VICE - CHANCELLOR**  
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