

## EXCITING CAREER OPPORTUNITIES

The Management University of Africa (MUA) is a chartered premier University in Kenya with its main campus in Kisumu, Kisumu County and a campus in South C, 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 DEAN OF STUDENTS - RE-ADVERTISEMENT

#### JOB PURPOSE

The incumbent will oversee all actions and programs relating to student affairs. He/she will work closely with all administrative and academic departments to assist students to achieve their academic goals. He /she shall also assist students adjust to the life of the University and the community and also shall advise on regular review of the policy, and its implementation to determine its effectiveness.

#### KEY DUTIES AND RESPONSIBILITIES

- Overseeing student services, such as counseling, career services, student health, and residential life
- Managing student affairs budget and resources effectively
- Resolving student behavioral issues and conflicts
- Organizing and overseeing student activities and events
- Ensuring compliance with institutional, local, state and government regulations and standards
- Coordinating with other departments for student welfare and development
- Providing leadership and direction to student affairs staff
- Representing the student affairs department in administrative meetings
- Promoting diversity and inclusion within the student body
- Reviewing and addressing student complaints and grievances
- Any other duties that may be assigned from time to time

#### KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- A PhD in Business related courses, Education or Social Sciences.
- A Master's degree in Business related courses, Education or Social Sciences.
- A Bachelor's degree in Business related courses, Education or Social Sciences.
- Have excellent organizational, interpersonal and communication skills.
- Five years' experience working with students.
- Must be a member of a professional body.
- Be computer proficient (MS Office).
- Have excellent report writing skills.
- Be mature, works well under pressure and be able to multitask

- Be creative and innovative.
- Have excellent negotiation and problem-solving skills.

## **2.0 ICT MANAGER - RE-ADVERTISEMENT**

### **JOB PURPOSE**

The incumbent will ensure the development and implementation of the Information and Communication Technology (ICT) strategy for the University and for the provision of ICT technologies and services throughout the University to support communication and processes of information for quick decision making in the University.

### **KEY DUTIES AND RESPONSIBILITIES**

- Manage information technology and computer systems
- Plan, organize, control and evaluate IT and electronic data operations
- Manage IT staff by recruiting, training and coaching employees, communicating job expectations and appraising their performance
- Design, develop, implement and coordinate systems, policies and procedures.
- Ensure security of data, network access and backup systems
- Act in alignment with user needs and system functionality to contribute to organizational policy.
- Identify problematic areas and implement strategic solutions in time
- Audit systems and assess their outcomes.
- Any other duties that may be assigned from time to time

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

- At least a master's degree in computer science, information systems, information Technology, engineering or related field.
- PhD in computer science, information systems, information Technology, engineering or related field will be an added advantage.
- At Least five years proven experience of success in turning around in organisations you have worked in.
- Bachelor's degree in computer science or Information Technology.
- MCSE or any other relevant industry certification in systems management
- CCNP or certification in advanced routing and switching.
- Must be a member of a professional body.

## **3.0 MARKETING MANAGER - RE-ADVERTISEMENT**

### **JOB PURPOSE:**

The incumbent will ensure adequate revenue to the University through student enrolment and other income generating ventures.

### **KEY DUTIES AND RESPONSIBILITIES**

- Develop strategies and tactics to get the word out about our University and drive qualified traffic to our front door.
- Deploy successful marketing campaigns and own their implementation from ideation to execution.

- Experiment with a variety of organic and paid acquisition channels like content creation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, and performance analysis.
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups
- Build strategic relationships and partner with key industry players, agencies and vendors
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- Oversee and approve marketing material, from website banners to hard copy brochures and case studies
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- Analyze consumer behavior and adjust email and advertising campaigns accordingly
- Any other duties that may be assigned from time to time.

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

- Must possess at least a Master's Degree with a bias in Marketing.
- Should have a Bachelor's degree in Marketing.
- At Least five years proven experience of success in turning around in organisations you have worked in.
- Must be a member of a professional body that is recognizable either in the area of Marketing, Sales, Branding.
- Be computer proficient (MS Office)
- Have excellent report writing skills.
- Be mature, works well under pressure and be able to multitask
- Be creative and innovative.
- Have excellent negotiation and problem-solving skills.

## **4.0 RESOURCE MOBILIZATION OFFICER - RE-ADVERTISEMENT**

### **JOB PURPOSE**

The Incumbent will deliver a full range of resource mobilization services to ensure optimal funding of projects and administrative activities in facilitating the effective functioning of the University.

### **KEY DUTIES AND RESPONSIBILITIES**

- Implementation of policies and procedures governing University Resource Mobilization.
- Implementation of University Resource mobilization strategies taking into account short- and long-term funding needs of the University.
- Initiate and participate in efforts to mobilize and build a sustainable funding base for the University.
- Support implementation of resource mobilization strategies by managing relationships with donors and other stakeholders.
- Identifying and mapping potential donors and conducting periodic reviews of donor portfolio.

- Steward assigned donors in alignment with Resource mobilization stewardship policies and protocols.
- Manage the overall and day-to-day activities related to mobilization of resources, monitoring and tracking funding needs and gaps.
- Develop a resource mobilization plan based on existing and potential donors and fundraising mechanisms. Manage the overall and day-to-day activities related to mobilization of resources, monitoring and tracking funding needs and gaps.
- Develop specific project proposals in compliance with both the University and donor requirements.
- Research the interests and application requirements of the main donors and other sources of funding to the country. Provide technical advice to the executive director on prospective opportunities.
- Identify and partner with main charitable donors in the country.
- Establish and manage a network of donor contacts, track proposals submitted, funds.

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

- Master's degree in a business-related field, with proven evidence of resource mobilization success
- A Bachelor's degree in Social Sciences
- Excellent Communication and interpersonal skills
- Ability to work collaboratively and courteously with colleagues throughout the University, alumni, other constituents and the public.
- Demonstrate ability to strategize, implement and build programmes and activities that target fundraising.
- Five years' Experience in Resource mobilization.
- Demonstrate strong writing, planning and organizational skills.
- Flexibility and initiative as well as the ability to work independently, combined with the skills for thriving in a team environment to achieve institutional goals.
- Be of high ethical standards, integrity and professionalism.
- Ability to organize and complete multiple tasks simultaneously with close attention to details and prioritization to meet deadlines.
- Computer applications: - MS Word, MS Power point, MS Excel (Spreadsheet)

## 5.0 MARKETING EXECUTIVES- 5 POSITIONS: NANYUKI, NORTH EASTERN, NYERI, MACHAKOS AND NAROBI

### JOB PURPOSE

The Incumbents will support the Marketing function in delivering its objectives by recruiting students, marketing the University programmes and advising on the current market trends, among others, based on market surveys.

### KEY DUTIES AND RESPONSIBILITIES

- **Student recruitment:** 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, companies, etc.
- **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 Marketing Manager with proposals on the best action.
- **Direct Marketing through posters, fliers and other marketing materials**
- Ensure the effective utilization of all marketing mechanisms including, strategic, consistent and aggressive placement of the appropriate marketing communication materials in all legally allowed and beneficial places that target an appropriate market segment and mass markets and ensure their maintenance.
- 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.
- **In-house monitoring:** Monitor the University's outdoor marketing platforms to ensure proper maintenance and advice on any corrective action or necessary reaction to competitor actions.
- **Custodianship:** Ensure the safekeeping and maintenance of all University marketing equipment and materials including posters, fliers, roll up banner, among others.
- **Customer relations:** Build a good relationship with the current and potential students to encourage referrals, Support students in securing admissions and facilitate faster complain handling to quickly resolve customer issues

Any other duties meant to achieve the marketing objectives as assigned by the supervisor

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

- Degree in Marketing or any Business-related field
- 2 years' working experience in sales and marketing.
- Certificate / diploma in computer skills is an added advantage
- Excellent communication skills
- Excellent organization skills
- Good report writing skills

## **6.0 MARKETING EXECUTIVE- INTERNATIONAL MARKETS -ONE POSITION**

### **JOB PURPOSE**

The Incumbent will support the International Market in delivering its objectives by recruiting students, marketing the University programmes and advising on the current market trends, among others, based on market surveys.

### **KEY DUTIES AND RESPONSIBILITIES**

#### **1. Recruit International Students**

- The incumbent will be Selling courses to prospective clients outside Kenyan border and meeting monthly sales targets as will be agreed upon with the line manager through various methods including telemarketing, schools, companies, etc.

#### **2. 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 Marketing Manager with proposals on the best action.

### **3. Direct Marketing through posters, fliers and other marketing materials**

- Ensure the effective utilization of all marketing mechanisms including, strategic, consistent and aggressive placement of the appropriate marketing communication materials in all legally allowed and beneficial places that target an appropriate market segment and mass markets and ensure their maintenance.

### **4. Act as Admin to coordinate Marketing Activities in International Markets**

- Co-ordination of and representation in events such as conferences, seminars and exhibitions that will promote the awareness of the University and its credentials internationally.
- 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.

### **5. Organize International Marketing campaigns**

- Ensure be in the forefront in organizing international organizing international marketing both physical and virtually.
- **Custodianship**
- Ensure the safekeeping and maintenance of all University marketing equipment and materials including posters, fliers, roll up banner, among others.
- **Customer relations**
- Build a good relationship with the current and potential students to encourage referrals
- Support students in securing admissions
- Facilitate faster complain handling to quickly resolve customer issues
- **Other**

Any other duties meant to achieve the marketing objectives as assigned by the supervisor

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

- Degree in Marketing or any Business-related field
- 2 years' working experience in international sales and marketing.
- Certificate / diploma in computer skills is an added advantage
- Excellent communication skills
- Excellent organization skills
- Good report writing skills



## 7.0 MARKETING INTERN, SCHOOL OF PROFESSIONAL STUDIES

### JOB PURPOSE

The Incumbent will provide administrative support to the department in achieving its overall objective of increasing students enrolment and improving the visibility of the University. Advising on the current trends and gather intelligence based on surveys. Recruiting students by organizing recruitment drives and exhibitions.

### KEY DUTIES AND RESPONSIBILITIES

- Undertaking daily administrative tasks to ensure functionality and coordination of the school of professional studies
- Ensures learners issues are handled in time and feedback given.
- Make follow up calls and visits to all inquiries and prospects to close sale.
- Employ marketing techniques to gather marketing intelligence in social media, web analytics, ranking, competition etc and report to management.
- Update and keep records, database and inventories with statistical, financial and non-financial information to assist in decision making in e department.
- Assist in the organization of promotional events and all campaigns to facilitate the school.
- Prepare and deliver campaign to improve visibility of school of professional studies
- Compose and post online content on the company's website and social media accounts all necessary materials to enhance visibility for Kisaju.
- Build strong relationships with clients and all stake holders to enable come back or referrals from them.
- Any other duties as may be assigned from time to time

### QUALIFICATIONS, KNOWLEDGE & EXPERIENCE REQUIRED

- Degree in Business related field
- Certificate / Diploma in computer skills
- Excellent communication skills
- Excellent organization skills
- Good report writing skills
- One year 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. Those who had applied for the re-advertised positions above need not to apply. The applications should reach the undersigned not later than **6<sup>th</sup> December 2024**. The Management University of Africa is an equal opportunity employer.

**THE VICE - CHANCELLOR**  
**The Management University of Africa**  
**P. O. Box 29677 - 00100, NAIROBI**  
Email: [vc.jobapplications@mua.ac.ke](mailto:vc.jobapplications@mua.ac.ke)