

We are looking for a dedicated Marketing Manager with a commitment to excellence to enhance our Marketing and Public Relations operations. This position is responsible for publicizing and marketing the work the University is doing in the region, nationally and internationally. The Marketing Manager will undertake market research, understand the trends and customer preferences, create marketing strategy and budgets, oversee the creation of marketing materials and content and perform all other relevant tasks essential for increasing the business's sales.

**KEY DUTIES AND RESPONSIBILITIES:**

- Researching and analysing market trends and competitors
- Overseeing marketing campaigns, tracking effectiveness of marketing campaigns and reporting findings to the executive team.
- Liaise with media for coverage of all university functions
- Planning, developing and implementing Marketing Strategies
- Collating and analyzing media coverage
- Writing and editing in-house magazines, case studies, speeches, articles and annual reports.
- Ensure proper dissemination of corporate publicity information materials like posters, banners, calendars, diaries, prospectus, and monthly update newsletters
- Coverage of university activities- both video and photography
- Maintaining and updating information on the institutional website.
- Sourcing and managing speaking and sponsorship opportunities
- Organize and coordinate university exhibitions and marketing activities.
- Commissioning market research
- Fostering community relations through events such as open days and through involvement in community initiatives
- Managing the PR aspect of a potential crisis situation
- Conducting internal communication courses and workshops
- Monitoring the public opinions about any issues
- Advising management on policy issues and communication strategies.
- Any other duties assigned by the immediate supervisor.

**JOB SPECIFICATIONS:**

- Master's Degree in the relevant field
- Bachelor's Degree in Mass Communication/Marketing or equivalent from recognized institution.
- Computer/digital and Social Media Literacy
- At least 3 years marketing experience
- Extensive knowledge of marketing strategies, channels and branding
- Proven success in developing marketing plans and campaigns
- Experience with marketing automation and CRM tools
- Metrics-driven marketing mind with eye for creativity
- Exemplary work performance
- Excellent communication ,interpersonal and writing skills
- Excellent organizational and time management skills with the ability to multitask
- The ability to cope with pressure.

**HOW TO APPLY:**

Applications must be submitted online on or before **20th January 2023** through the University Recruitment System at <https://recruitment.umma.ac.ke>.

**Umma University is an equal opportunity employer. Women, marginalized groups and persons living with disability are encouraged to apply.**