



CAREER OPPORTUNITY

KCA University is a dynamic private business university committed to quality service and ethical practices. KCA University seeks to recruit a candidate to fill the following position;

MARKETING OFFICER (CONTENT DEVELOPER) – 2 POSITIONS

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

Key Responsibilities and Tasks

- 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.

Academic/professional requirements and experience

- Bachelor's Degree in Marketing or its equivalent from an accredited/recognized University.
- Three (3) years of experience developing content, including web content, multimedia, advertising, managing social media platforms and marketing collateral **OR** six (6) years work experience in a comparable Institution.
- Member of a relevant professional body.

Other Skills and Competencies

- Proficiency in Adobe Suite, Photo shop, In Design, QuarkXPress, and Illustrator
- 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.

How to Apply

Interested candidates who meet the above requirements should submit an application letter indicating current and desired salary, a detailed CV including three referees, academic & professional certificates and a clear copy of your Kenya National ID via email to hrjobs@kcau.ac.ke by 13th June 2023.

Only shortlisted candidates will be contacted.

The subject of your email should read: **Marketing Officer (Content Developer)**

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