

## Executive – Marketing and Community Outreach

### **Responsibilities:**

- Working closely with the University Marketing Department to plan and implement marketing activities and community outreach programmes to promote the Business School
- Develop and manage the digital marketing strategies and action plans including the Business School website and Facebook page
- Work with academic heads and coordinators to develop inbound and outbound pathways for the relevant academic programmes offered by the Business School

### **Requirements:**

- Candidate must possess minimum a Bachelor's degree preferably in the area of marketing
- At least 2 years of relevant working experience. Candidates with experience in the education industry would have an added advantage
- Good organisational, communication and interpersonal skills
- Able to work independently with minimum supervision, high degree of integrity, initiative and commitment
- Competent in the use of Microsoft Office applications