



Arrupe Jesuit University invites applications from suitably qualified and experienced persons to fill the following post that has arisen within the institution:

## **MARKETING ASSISTANT (2 YEAR FIXED TERM CONTRACT) (1 POST)**

The Marketing Assistant will provide support to the marketing department in developing and implementing marketing strategies to promote the institution's services and enhance brand awareness. The ideal candidate must have a strong understanding of marketing principles, excellent communication skills, and a passion for creativity and innovation.

### **Duties and Responsibilities**

Reporting to the Admissions Officer, the incumbent will be expected to:

- Assist in the development and implementation of comprehensive marketing strategies to achieve enrollment targets and enhance the institution's visibility and reputation.
- Contribute to the creation and production of marketing materials, including brochures, flyers, website content, videos, and other promotional material, ensuring alignment with the institution's brand guidelines and messaging.
- Collaborate with the marketing team to create and execute integrated marketing campaigns across various channels, including digital marketing, social media, email marketing, marketing events, and partnerships.
- Assist in managing the institution's digital presence, including website updates, content creation and social media management to drive engagement.
- Collaborate with internal stakeholders, such as admissions, academic departments, and student services, to gather information and develop marketing materials that accurately represent the institution's programs, offerings, and student experiences.
- Provide administrative support to the marketing team, including scheduling meetings, preparing reports, and managing marketing materials inventory.
- Coordinate and execute marketing events aimed at promoting university programs and initiatives, ensuring seamless logistics, effective promotion, and positive attendee experiences to attract prospective students and engage with stakeholders within the university community.

### **Qualifications and Experience**

The ideal candidate must:

- have a minimum of a Bachelor's degree in Marketing/Digital Marketing and ICT or a related field;

- possess at least two (2) years post qualification marketing experience;
- be a married female between the ages of 25 and 35 who identifies as Catholic;
- demonstrate willingness and ability to market the university in Catholic and non-Catholic Churches and institutions;
- be available for local and international travel;
- be able to work effectively with a team of student ambassadors;
- have a passion for university education; and
- possess experience in inclusive education as an added advantage.

**To apply:**

Applicants must submit the following: application letter, certified copies of educational certificates, National ID, Birth Certificate and CVs giving full personal information including full name, place and date of birth, qualifications, previous employment and experience, date of availability, telephone number, email address, names and addresses of three (3) referees including emails and addresses to:

**The Human Resources Officer  
Arrupe Jesuit University  
16 Link Road  
Mt Pleasant  
Harare**

**OR**

**Email applications to [hr@aju.ac.zw](mailto:hr@aju.ac.zw)**

**The closing date for receipt of applications is Friday, 17 May 2024.** Only shortlisted candidates will be contacted for an interview.

Further inquiries or questions about this advert should be directed to Human Resources Officer through the email address: [hr@aju.ac.zw](mailto:hr@aju.ac.zw).

**NB AJU is an equal opportunity employer as stipulated by its non-discriminatory policy.**