



**ZETECH  
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### **VACANCY ADVERTISEMENT**

#### **Marketing and Student Recruitment Manager (Ref: ZU/10/Adv/47/2025)**

The position holder will be responsible for developing and implementing strategic marketing and student recruitment initiatives aimed at driving enrollment growth, enhancing brand visibility, and supporting the University's overall objectives. Reporting to the **Director – Corporate Affairs and Marketing**, the role will include, but is not limited to, the following responsibilities:

- Developing and executing integrated marketing strategies to promote academic programs and enhance the University's visibility.
- Overseeing the creation and distribution of marketing content across digital, print, and social media platforms.
- Planning and managing digital campaigns across online social media platforms to attract prospective students.
- Leading domestic and international student recruitment efforts in alignment with enrollment targets.
- Managing the University's social media presence, including content creation, scheduling, and engagement tracking.
- Organising and participating in education fairs, school visits, webinars, and outreach events.
- Establishing and maintaining relationships with key stakeholders such as schools, agents, and partner institutions.
- Managing the end-to-end admissions funnel from inquiry to enrollment, ensuring a high conversion rate.
- Collaborating with admissions and academic departments to streamline application and onboarding processes.
- Supervising marketing and admissions staff to ensure efficient execution of campaigns and enrollment activities.
- Providing training, mentorship, and performance oversight for team members.
- Maintaining consistent brand messaging and visual identity across all communication channels.
- Developing promotional materials, press releases, newsletters, and campaign reports.



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- Working closely with various sectional heads to align marketing and enrollment goals.
- Preparing and presenting regular performance and strategic reports to senior management.
- Any other duties as may be assigned from time to time by the supervisor or as captured in the detailed job description.

### **Qualifications**

- A minimum of a Master's degree in Marketing or a related field from an accredited University;
- At least five (5) years working experience in sales, marketing and advertising of a service in a large and reputable organisation with at least two (2) years at a supervisory position;
- Proficiency in digital marketing and use of marketing tools and platforms such as CRM.
- A relevant and recognised professional qualification;
- Membership in a relevant and recognised professional body;

## VACANCY ADVERTISEMENT

### Director - Academic Quality Assurance

Reporting to the DVC-ARS, the position holder will be responsible for the following, amongst others:

- Implementing the University's policies, procedures and processes for quality assurance and enhancing quality professional services to students, staff, and external stakeholders.
- Formulating and implementing policies, strategies, systems, procedures and practices for the university's academic quality assurance.
- In liaison with the Legal Officer, leading in the interpretation of legal and regulatory requirements and creating awareness in the University for compliance.
- Guiding and monitoring regulatory body standards and guidelines across the University.
- Monitoring implementation of Quality Assurance policies and generating reports to the University management organs to promote the culture of academic quality within the University through assisting the University quality assurance committee in developing and fostering a quality culture.
- Providing leadership and guidance on quality matters in the University in liaison with other relevant offices, in the confines of legal and regulatory standards and guidelines.
- Liaising with the relevant offices to promote the profile of quality assurance in the University by rewarding sterling performance and penalisation of non-compliance.
- Ensuring all review requests for new curriculum comply with regulatory bodies such as CUE, TVET, and KNQA.
- Liaising with global and regional bodies such as IUCEA, the Association of Commonwealth Universities and the AAU to roll out a peer review of our Curriculum.
- Participating in the review of the academic calendar and ensuring compliance with timelines.
- Overseeing the curriculum review process.
- Coordinating the process of student-lecturer evaluation and providing feedback to all stakeholders.
- Any other duties as may be assigned from time to time by the supervisor or as captured in the detailed Job Description.



### Qualification Criteria

- A minimum of a relevant PhD degree stemming from a Master's and Bachelor's degree in Education Management, Curriculum Development, Business Administration, Communication, ICT, Management Science or a relevant field from an accredited and recognised University.
- Should hold the position of a University Lecturer.
- At least six (6) years' experience in teaching, administration of academics or student customer service, with four (4) years being in a senior administrative position.
- Membership in a relevant and recognised professional body.
- A qualification or certification in Quality Management or Audit, such as ISO or KEBS.
- A relevant and recognised professional qualification.
- Good understanding of the Universities Act, CUE standards and guidelines, TVETA and other relevant regulatory body standards and guidelines;
- Familiarity with the development, implementation and management of curriculum from Certificate to Doctorate Level.
- An understanding of the Learning Outcomes (LO) and Competence-Based Education (CBE) Approaches to teaching and learning.
- Familiarity with Pedagogical and Andragogical Approaches and the requisite Monitoring and Evaluation.
- Working Knowledge of online and face-to-face teaching and Examination systems, and familiarity with Teaching Taxonomies and rubric-building.
- Demonstrate a strong customer-oriented approach, with a clear understanding of the needs, preferences, and interests of the University's diverse clientele.
- A scholar with a proven track record of upholding ethical scientific research, delivering high-quality teaching and learning, and actively contributing to community service within the University.