



A fully accredited/chartered University by the Government of Rwanda

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OFFICE OF THE VICE-CHANCELLOR

JOB ADVERT

University of Kigali

Vacancy Announcement: Remera Campus Marketing staff

Position Overview:

The University of Kigali invites applications for the position of Remera Campus Marketing Staff. This position plays a vital role in advancing the University's visibility, promoting its academic programs, and supporting students across all campuses. The Marketing Staff member will serve as a frontline representative of the University, engaging with prospective students, parents, partner institutions, and the wider community to communicate the University's offerings and value.

The primary purpose of this role is to execute campus-based marketing and recruitment activities that contribute to increased enrollment and stronger institutional presence. The successful candidate will be responsible for coordinating outreach initiatives, providing accurate program information, assisting prospective students through the admissions process, and supporting the implementation of marketing campaigns in collaboration with the central marketing team.

This role demands a proactive and creative individual who is able to effectively interact with diverse audiences, deliver timely and accurate information, and uphold the University's customer service standards. The Marketing Staff member is expected to demonstrate strong communication skills, initiative, and the ability to work both independently and within a team. In addition, the candidate must exhibit versatility in handling a wide range of marketing tasks from field activities and events to administrative documentation and reporting.

Key Responsibilities:

- Coordinate and implement campus-based marketing and student recruitment activities.
- Promote University programs through outreach events, school visits, education fairs, and community engagements.
- Respond to inquiries from prospective students and guide them through the admissions and application process.
- Collect and share marketing content (photos, testimonials, success stories) with the central marketing team for digital and social media promotion.
- Maintain and update a database of prospective students and conduct regular follow-ups to support enrollment conversion.
- Support the planning and execution of marketing campaigns, both online and offline, in collaboration with the University's marketing department.
- Prepare periodic reports on recruitment trends, marketing activities, and campus visibility initiatives.
- Represent the University professionally in external engagements, networking events, and outreach missions.
- Assist in organizing campus events such as open days, orientations, workshops, and promotional activities.
- Conduct competitor and market analysis to provide insights that strengthen the University's recruitment and marketing strategies.

Candidate Profile:

- A Bachelor's degree in Marketing.
- Experience in customer service, marketing, front-desk operations, or administrative support.
- Prior experience working in an academic or educational institution (an added advantage).
- Strong communication and interpersonal skills.
- Ability to manage high volumes of inquiries professionally and efficiently.
- Excellent organizational and multitasking abilities.

- Proficiency in computer applications, including Microsoft Office Suite and email management.
- Ability to maintain confidentiality and demonstrate high ethical standards.

Application Requirements:

Interested applicants should submit the following:

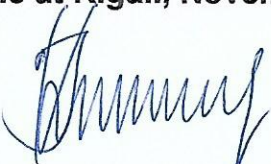
- A cover letter highlighting relevant experience and motivation for the role.
- A detailed and updated Curriculum Vitae (CV).
- Certified copies of academic qualifications.
- Names, email addresses, and phone numbers of **three referees** (with permission to contact them).

Submission Details:

Applications should be addressed to the **Vice Chancellor** and submitted via email to:
recruitment@uok.ac.rw
no later than December 5, 2025

Please note that **hard copy submissions will not be considered.**
Only shortlisted candidates will be contacted.

Done at Kigali, November 1, 2025



Prof. George Kimathi
Vice Chancellor University of Kigali

