



**A fully accredited/chartered University by The Government of Rwanda**

**Website: [www.uok.ac.rw](http://www.uok.ac.rw) / Email: [universityofkigali@uok.ac.rw](mailto:universityofkigali@uok.ac.rw)**

**P.O BOX 1316, Kigali-Rwanda**

**Tel: + 250 788303386 / +250789009221 / +250788303385**

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## **Marketing Officer**

The role involves creating and managing digital content across all institutional social media platforms, promoting academic programmes, events, research, and student achievements, and ensuring consistent brand messaging. Working closely with departments and key units, the officer uses data analytics and audience insights to support targeted marketing campaigns, strengthen stakeholder engagement, and maintain an active, professional, and impactful online presence aligned with the University's marketing and recruitment objectives.

## **Key Responsibilities**

1. Identify and engage target corporates, NGOs, and institutions.
2. Promote UoK academic, professional, and executive programmes.
3. Organize corporate visits, presentations, and meetings.
4. Support development of MoUs and partnership agreements.
5. Coordinate corporate-sponsored enrollments and staff upskilling programmes.
6. Maintain a corporate engagement database and pipeline.
7. Prepare monthly outreach and performance reports.
8. Assist in the development and implementation of marketing strategies.
9. Prepare marketing materials, including brochures, newsletters, and advertisements.
10. Engage with prospective stakeholders to provide relevant information about UoK.
11. Track and report on the effectiveness of marketing campaigns and initiatives.
12. Perform other duties as assigned by the Marketing Director.

## **Candidate Profile:**

- Bachelor's Degree in Marketing, Business Studies, or a related field
- A minimum of 3 years of progressive experience, preferably within a university or dynamic organisational environment.
- Demonstrated ability to develop and implement strategic Marketing initiatives that align with Organizational objectives.
- Excellent communication, negotiation, coaching, and interpersonal skills

## Application Requirements:

Interested applicants should submit the following:

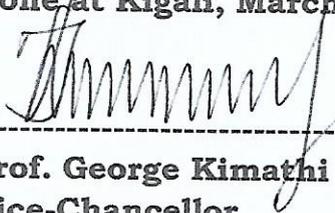
- Cover letter highlighting relevant experience and motivation for the role
- A detailed and updated curriculum vitae (CV)
- Certified copies of academic certificates
- Names, email addresses, and phone numbers of three referees (with permission to contact them)
- A photocopy of National Identity Card
- A criminal record issued by Rwanda Public Prosecution Authority

### Submission Details:

Applications should be addressed to the **Vice Chancellor** and submitted via email to **recruitment@uok.ac.rw** no later than **March 13, 2026**. Please note that hard copies will not be considered.

Only shortlisted candidates will be contacted.

Done at Kigali, March 5th 2026

  
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**Prof. George Kimathi**  
**Vice-Chancellor**

