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Job Advert

University of Kigali is Seeking a Director of Marketing and Institutional Advancement (DOMIA)

The University of Kigali (UoK) is a leading private higher education institution committed to innovative teaching, research, and community engagement. The University invites qualified and experienced candidates to apply for the position of Director of Marketing and Institutional Advancement (DOMIA).

Position Overview

The Director of Marketing and Institutional Advancement (DOMIA) is a senior leadership position responsible for shaping and promoting the University's image, strengthening institutional visibility, managing strategic stakeholder relationships, and driving marketing, fundraising, enrolment, and advancement initiatives. The role also oversees brand management, alumni engagement, corporate partnerships, public relations, and institutional communications in alignment with the University's strategic objectives.

Key Responsibilities

1. Strategic Planning and Leadership

- Develop and implement comprehensive marketing and institutional advancement strategies.
- Lead and manage the marketing and advancement team, setting goals and monitoring performance.
- Collaborate with senior leadership to align marketing and advancement initiatives with the University's mission and strategic goals.

2. Marketing and Communications

- Oversee the development and execution of marketing campaigns to promote the University's programmes, events, and achievements.
- Manage the University's brand and ensure consistency across all marketing materials and communications.
- Develop and maintain relationships with media outlets and coordinate press releases and media engagements.
- Utilise digital marketing strategies, including social media, email marketing, and content marketing, to strengthen the University's online presence.

3. Fundraising and Alumni Relations

- Plan and implement fundraising campaigns, including annual giving, major gifts, sponsorships, and planned giving initiatives.
- Build and maintain strong relationships with alumni, donors, partners, and other stakeholders.
- Organise and coordinate fundraising events, alumni engagements, and donor recognition activities.
- Support the preparation of grant proposals, reports, and institutional advancement initiatives.

4. Enrolment Management and Student Recruitment

- Collaborate with relevant units to develop and implement student recruitment and enrolment strategies.
- Analyse enrolment trends and market insights to guide marketing and recruitment efforts.
- Develop promotional materials and campaigns targeting prospective students and stakeholders.

5. Community and Public Relations

- Represent the University in public and community engagements where appropriate.
- Develop partnerships with corporates, NGOs, government institutions, and community organisations.
- Promote the University's community engagement initiatives and highlight student, staff, and faculty achievements.

6. Budget and Financial Management

- Develop and manage the marketing and institutional advancement budget.
- Monitor expenditures and ensure cost-effective utilisation of resources.
- Prepare financial reports and projections for senior leadership.

7. Data Analysis and Reporting

- Collect and analyse data to assess the effectiveness of marketing and institutional advancement activities.

- Prepare regular performance reports for senior leadership.
- Use data-driven insights to improve strategies and institutional outcomes.

8. Staff Development and Team Management

- Recruit, mentor, and supervise marketing and advancement staff.
- Foster a collaborative, innovative, and high-performing work environment.
- Support professional development and continuous learning within the team.

9. Crisis Communication and Reputation Management

- Develop and implement crisis communication strategies and plans.
- Coordinate communication during emergencies and ensure timely dissemination of accurate information.

10. Compliance and Professional Standards

- Ensure all marketing and advancement activities comply with University policies and ethical standards.
- Stay informed on industry best practices, emerging trends, and legal requirements.

Qualifications and Professional Experience

- Master's Degree in Marketing, Communications, Public Relations, Business Administration, or a related field.
- Professional certifications in marketing, fundraising, communications, or related fields will be an added advantage.
- A minimum of seven (7) to ten (10) years of progressive professional experience in marketing, communications, institutional advancement, or related areas.
- Demonstrated success in developing and implementing strategic marketing and institutional advancement initiatives.
- Strong experience in digital marketing, social media management, and content development.
- Experience in alumni relations, stakeholder engagement, and fundraising initiatives.
- Significant leadership and team management experience.
- Strong strategic planning, organisational, and analytical skills.
- Excellent written, verbal, and interpersonal communication skills.
- Experience working within a higher education environment will be an added advantage.
- Ability to build and sustain relationships with diverse stakeholders and community partners.
- Familiarity with social media platforms, web analytics tools, and content management systems.

Personal Attributes

- Strategic thinker
- Relationship builder
- Results-oriented

- Adaptable and innovative
- High level of integrity and professionalism

Application Requirements

Interested applicants should submit the following:

- A cover letter highlighting relevant experience and motivation for the position.
- A comprehensive and updated Curriculum Vitae (CV).
- Certified copies of academic certificates.
- Names, email addresses, and telephone 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 May 27, 2026. Please note that hard copy applications will not be considered.

Only shortlisted candidates will be contacted.

Done at Kigali, May 19, 2026.


Prof. George Kimathi
Vice Chancellor

