



A fully accredited/chartered University by The Government of Rwanda
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Job Advert

University of Kigali is Seeking a Marketing Officer

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 motivated candidates to apply for the position of Marketing Officer.

Position Overview

The Marketing Officer will be responsible for creating and managing digital content across the University's social media platforms, promoting academic programmes, events, research, and student achievements, and ensuring consistent institutional branding and messaging. The role also involves working closely with academic and administrative units to support targeted marketing campaigns, strengthen stakeholder engagement, and maintain an active, professional, and impactful online presence aligned with the University's marketing, visibility, and student recruitment objectives.

Reports to: Marketing Director

Key Responsibilities

1. Identify and engage target corporates, NGOs, and institutions.
2. Promote UoK academic, professional, and executive programmes.
3. Organise corporate visits, presentations, and meetings.
4. Support the development of MoUs and partnership agreements.
5. Coordinate corporate-sponsored enrolments 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, advertisements, and digital content.
10. Engage prospective students, corporates, and stakeholders by providing relevant information about UoK programmes and services.

11. Track and report on the effectiveness of marketing campaigns and initiatives using relevant analytics and performance indicators.
12. Manage and support the University's digital visibility and online engagement initiatives.
13. Perform any other duties as may be assigned by the Marketing Director.

Candidate Profile

- Bachelor's Degree in Marketing, Business Studies, Communications, or a related field.
- A minimum of three (3) years of progressive experience, preferably within a university or dynamic organisational environment.
- Demonstrated ability to develop and implement strategic marketing initiatives aligned with organisational objectives.
- Strong digital marketing and social media management skills.
- Proficiency in content development, audience engagement, and digital analytics tools will be an added advantage.
- Excellent communication, negotiation, coaching, and interpersonal skills.
- Strong organisational, analytical, and reporting abilities.

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 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

