

JOB ADVERT



Date posted: 06/09/2021

Deadline: 10/09/2021

SALES AND MARKETING OFFICER

Job purpose: Promote and recruit students to Kopline University. The role holder will be responsible for delivering high quality activities to attract students to Kopline University through the provision of information, advice and guidance at schools, colleges and recruitment events across the country. The role holder will also work with the Universities faculties to help support recruitment and conversion activity at a departmental level.

Duties and responsibilities

The main duties and responsibilities of the office holder will be to:

- Market and recruit students to the university
- Advise prospective students and applicants on entry level, programme choice, entry criteria, qualifications and student aid.
- Provide specialist advice to prospective students and their families on a range of topics relating to applying and studying at the University and to ensure information is up to date and current
- Support key agents in promotional activities including Fairs, Exhibitions and interview days.

- Deliver high quality presentations about the University and other aspects of higher education both on and off campus
- Liaise and network with teachers and careers professionals to develop effective relationships to meet recruitment targets
- Take a lead on follow-up activities to ensure high application to enrolment conversion rate, one of the key priorities for this role.
- To contribute to the evaluation and development of the University's student recruitment activities
- Constantly strive to improve all aspects of the recruitment process and implement recommendations as part of an ongoing process.
- Meet recruitment targets
- Any other duties appropriate to the role as assigned

Qualifications and experience:

- Grade 12 school certificate
- Diploma in Marketing or related field
- Proven experience in sales and marketing
- Experience in student recruitment will be an added advantage

Skills/Abilities

- Strong communicator with effective written, presentation and oral communications, and interpersonal skills
- Customer service focused
- Strong time management, organizational and multitasking abilities
- An excellent ability to communicate effectively with various individuals and groups
- A proven ability to deal with a varied and complex workload, including the ability to organize your own workload, prioritizing a variety of tasks while working under pressure and to strict deadlines.
- Ability to use all Microsoft Office packages and digital platforms.
- Experience of delivering engaging, persuasive presentations
- Ability to work as part of a team
- Able to represent Kopaline University with enthusiasm and integrity to applicants and their advisors as well to external organisations

Interested Individuals meeting the above stated requirements to submit application letters addressed to the **Registrar Kopaline University** accompanied by a recent Curriculum Vitae, copies of academic and professional certificates.

The Registrar

Kopaline University

3rd Floor, Corner of Cairo and Church Road

Lusaka.

Closing date: 10 September 2021

Applications to be done online on our website or sent via email : info@kopalineuniversity.com

Physical applications will not be accepted.