

Job Description

Title	Senior Marketing and Promotions Officer
Incumbent Name	
Category	Administration and Support Services
Reports to	Pro Vice Chancellor Corporate
Location/Campus	Kukum Campus / Pro Vice Chancellor Corporate
Direct Report	Pro Vice Chancellor Corporate
Summary of Duties	The key responsibility of the Senior Marketing and Promotion Officer is to administer and coordinate the marketing and promotion activities of the University. Reporting to the Pro Vice Chancellor Corporate, the Senior Marketing and Promotion Officer provides marketing and communication direction, support for marketing and liaison on projects, publications, and events of the SI National University. The Senior Marketing and Promotion Officer will work with the relevant departments within the University in the development and the implementation of the University Marketing and Promotion Plans and Strategies.
Detailed Roles & Responsibilities	
Strategic Role	Strategic Development and Implementation of ; <ul style="list-style-type: none"> • Semester marketing campaigns • Classified adverting campaigns • Open day/career events campaigns • Out of semester start dates programme advertising • Other advertising needs that arise and required by the university related to newsletters, publications, new items etc
Marketing Role	<ul style="list-style-type: none"> • Coordinate and lead SINU marketing involvement in selected external events • Coordinate and manage SINU marketing events
Coordination/Networking Management	<ul style="list-style-type: none"> • Develop and maintain networking and relationships with stakeholders including (but not limited) <ul style="list-style-type: none"> ○ External partners; SINU News and advertising agency, SINU Printing Partners ○ Internal partners; provide advice to Senior Management and staff on promotion and marketing matters ○ Projects: Represent the Marketing and Promotion Unit's contribution to SINU Projects as and when required, Provide support and guidance for all SINU Marketing and promotional projects ○ Public Relation: Liaise with SINU Management and Staff all newsworthy development, Write profiles and stories of staff and student success stories, Ensure that public relations plans and strategies for SINU are implemented. ○ Publications: Responsible for the coordination of any publications as directed by the Executive and Senior Management

Dimension	<ul style="list-style-type: none"> ● Problem Solving & Impact <ul style="list-style-type: none"> ○ To contribute to decisions in relation to marketing and promotion ○ Provide advice where necessary and as advised to staff and public on matters related to the university publicity ● Resources Management <ul style="list-style-type: none"> ○ Responsible for maintaining the marketing and promotion resources ● Working Environment <ul style="list-style-type: none"> ○ Takes responsibility for conducting risk assessments and reducing workplace hazards ○ Engages in continuous professional development. ○ Understands and applies the principles of equality of opportunity in an academic context
Decision Making	<ul style="list-style-type: none"> ● Compliance with all SINU Policies, Processes and Procedures in relation to marketing and promotion
Key Performance indicators	
General Responsibilities	<ul style="list-style-type: none"> ● To adhere to SINU's Equal Opportunity Policy in all activities and promote equal opportunity where possible ● To be responsible for own health and safety and that of your colleagues ● To undertake duties as reasonably expected
Qualifications and Experience Required	
Qualification	Relevant Master Degree or High Quality Post Graduate Diploma with two years industrial experience or Relevant Bachelor Degree with four years industrial experience
Other Experience attributes	<ul style="list-style-type: none"> ● Excellent oral and written Communication skills ● Excellent negotiation and interpersonal skills ● Relevant experience in marketing and public relation industry ● Project coordination skills ● Analytical skills ● Advance Computer Skills and well versed with all the Microsoft tools ● Ability to work under pressure and meet deadlines