




Job Description

Position Title	Assistant Media and Marketing Officer
Department	Marketing and Public Relations Office
Reports to	Senior Marketing and Promotions Officer
Position Level	G1(GSS)
Purpose Of the Role	The Assistant Media and Marketing Officer provide day-to-day support to the Marketing and Public Relations Office in implementing media, marketing, and communication activities. The role focuses on assisting with content creation, event coverage, digital updates, and administrative tasks to enhance SINU's visibility and engagement.
Detailed Roles & Responsibilities	
Service	<ul style="list-style-type: none"> • Support event coordination and promotional activities to ensure smooth execution. • Assist in drafting engaging content and supporting media coverage to promote the university's activities. • Assist in preparing and distributing promotional materials, ensuring high-quality and engaging content. • Assist in updating the university website and social media channels regularly. • Support in writing, proofreading, and editing content for newsletters and publications. • Perform administrative tasks efficiently to support team operations. • Assist in record-keeping, documentation, and scheduling to ensure smooth workflow. • Help coordinate interviews and collect information from students and staff.

Quality	<ul style="list-style-type: none"> • Accuracy in maintaining records, proofreading content, and managing administrative documentation. • support the writing, proofreading, and coordination of publications, newsletters, and promotional materials to ensure high-quality outputs • Maintain accurate documentation and records of activities and tasks performed. • Ensure all content and media materials are accurate, professional, and aligned with the university's branding standards. • Support the timely dissemination of press releases, announcements, and media materials. • Ensure all marketing content is accurate, well-designed, and appropriately targeted. • Maintain organised and accurate records and reports.
Team Work	<ul style="list-style-type: none"> • Support team efforts in managing media interactions and public relations activities. • Collaborate with colleagues to develop creative promotional strategies.
Administration	<ul style="list-style-type: none"> • Perform basic administrative tasks (filing, documentation, scheduling). • Support record keeping and reporting. • Work collaboratively with the Marketing and PR team.
Qualification	<p>Diploma or Bachelor's degree in Marketing, Communications, Journalism, Media Studies, or a related field. Experience in Media, Marketing or event and have an internship, volunteer work</p>
Key Deliverables	<ul style="list-style-type: none"> • Timely and courteous support during events, campaigns, and promotional activities. • Effective coordination of media coverage, interviews, and distribution of promotional materials. • High-quality, error-free content for press releases, newsletters, social media, and promotional materials. • Effective support during events, ensuring smooth operations and team coordination. • Prompt administrative support, including record-keeping, documentation, and scheduling.
Key Selection Criteria (KSC)	1. Experience

	<ul style="list-style-type: none"> • Experience in supporting media coverage, publicity campaigns, and content creation for various platforms. <p>2. Administrative and Organisational Skills</p> <ul style="list-style-type: none"> • Strong organisational skills to support event coordination, media schedules, and administrative tasks. <p>3. Communication Skills</p> <ul style="list-style-type: none"> • Excellent written and verbal communication skills <p>4. Digital Media Skills</p> <ul style="list-style-type: none"> • Ability to assist in developing digital marketing strategies and supporting online engagement initiatives. <p>5. Attention to Detail</p> <ul style="list-style-type: none"> • Ability to manage multiple tasks efficiently while maintaining quality standards. <p>6. Teamwork and Collaboration</p> <ul style="list-style-type: none"> • Proven ability to work collaboratively within a team
Compliance	<ul style="list-style-type: none"> • Adhere to SINU policies, OHS, and Code of Conduct • Support quality assurance and accreditation requirements
Terms and condition	<p>This position is offered on a Fixed Term contract of Five (5) Years, Subject to performance review and renewal in accordance with university Policies.</p> <p>Annual Salary Range: \$ 30,294. - \$41,195.57</p> <p>Annual Leave Entitlement: 20 working days</p>

	<p>Annual Gratuity: 15% of annual basic salary (paid biannually)</p> <p>Housing: A 15% housing allowance of basic salary and or access to university rental policy schemes</p>
	<p>SECTION H - APPROVAL (Business use only) <i>This Job Description is approved on the basis that I believe it accurately reflects the requirements of the position and will assist the SINU to achieve its Strategic objectives:</i></p> <p></p> <p>..... Director Human Resource</p> <p style="text-align: right;">26th June 2026 Date-Approved</p> <p>Additional Comments:</p>