



Job Title: Student Recruitment and Marketing Specialist

Background: At NIT, we specialize in technology solutions, providing a comprehensive array of services encompassing education, corporate training, and business technology consulting.

Opportunity: NIT is currently seeking a part-time Student Recruitment and Marketing Specialist. This role involves designing innovative marketing strategies to recruit students for our course programs, engaging in direct recruitment efforts, and training other recruiters to effectively promote our educational offerings.

Contract Duration: This position will commence on August 1, 2024, and end on October 31, 2024, unless otherwise extended by NIT in consultation with the incumbent.

Working Hours: Monday through Friday: 07:00 to 18:00 and Saturday: 09:00 – 16:00

Location: By the Custom Bus Station Exit ahead of Speed Petroleum and opposite to Eden Commercial Bank-PLC Custom Branch, Custom, Juba South Sudan, NIT Building, 2nd floor

Position Overview: The Student Recruitment and Marketing Specialist will play a crucial role in developing and implementing strategic marketing plans to recruit students for NIT's course programs. The incumbent will also be responsible for engaging in direct recruitment activities and training other recruiters.

Key Responsibilities:

1. Design Marketing Strategies:
 - Develop comprehensive marketing strategies to promote NIT's educational programs.
 - Identify target audiences and tailor marketing campaigns to attract prospective students.
 - Utilize various channels, including social media, email marketing, and traditional media, to reach potential students.
2. Engage in Recruitment Activities:
 - Conduct outreach activities to directly recruit students for NIT's programs.
 - Attend and represent NIT at educational fairs, community events, and other recruitment venues.
 - Provide information and guidance to prospective students about NIT's offerings.
3. Train Recruiters:
 - Develop training materials and programs to equip other recruiters with effective marketing and recruitment techniques.
 - Conduct training sessions for new recruiters, ensuring they understand NIT's programs and recruitment strategies.
 - Monitor and support recruiters in their recruitment efforts to ensure consistency and effectiveness.
4. Evaluate and Improve Marketing Efforts:



- Monitor the success of marketing strategies and recruitment activities.
- Analyze data and feedback to identify areas for improvement.
- Adjust marketing strategies and training programs as needed to enhance recruitment outcomes.

5. General Duties:

- Perform other marketing and recruitment-related tasks as assigned by the management.
- Maintain accurate records of recruitment activities and outcomes.

Qualifications and Requirements:

- Must be fluent in English and Arabic
- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Previous experience in marketing and student recruitment.
- Excellent written and verbal communication skills.
- Proficient in social media management and content creation.
- Strong organizational and multitasking abilities.
- Ability to work independently as well as in a team.
- Friendly, professional demeanor with strong interpersonal skills.
- Attention to detail and commitment to accuracy and compliance.
- Proficient in MS Office and other relevant software.

Compensation:

- The position offers a gross monthly salary of USD \$300 plus commission.
- Commission rates:
 - 10% for 1-20 students
 - 15% for 21-40 students
 - 20% for 41 students and above

How to Apply: Submit your application, including a cover letter and resume, through our portal or via email at info@naicouba.com.

Application Deadline: Applications are accepted on a rolling basis until the position is filled.