

Open Position
Assistant Director for Marketing

The Adventist International Institute of Advanced Studies (AIIAS)
Is seeking an individual to serve full-time as an Assistant Director for Marketing in the
AIIAS Public Relations Department

Responsibility Overview

The Assistant Director for Marketing is mainly responsible for marketing research and strategy, coordinating the marketing outreach of the institution, managing the institutional social media and website, and content creation of marketing materials.

Required Qualifications and Skills:

1. Have an earned bachelor's degree.
2. Have at least two years' experience in marketing or a marketing-related field.
3. Understanding and ability to manage data collection and analysis for marketing.
4. Willing and able to work together with international faculty, staff, and students.
5. Pleasant disposition and a good team member.
6. High proficiency in English and good communication skills.
7. High level of writing and editing skills.
8. High level of initiative and integrity.
9. An understanding of social media platforms.
10. Have an eye for design.
11. Have knowledge of AIIAS and agree with the standards and values it upholds.
12. Have a vibrant relationship with Jesus Christ and be a member of the Seventh-day Adventist church in regular standing.

Preferred Qualifications:

1. Have a Marketing degree.
2. Have five years or more of experience in marketing.
3. Experience in social media management.
4. Experience in content creation.
5. Experience in website design.

Key Responsibilities:

1. Assist in developing and implementing a strategic marketing plan that will enhance the reputation of AIIAS.
2. Directs, analyzes, and recommends market research which include alumni surveys, admissions data and analytics to constantly monitor results and target achievement, and to make recommendations to administration regarding messaging and marketing strategies.
3. Develop social media strategies to increase followers, create and oversee campaigns, produce content, and review analytics.
4. Manages and updates the institution's web presence to increase traffic, visibility, inquiry, and responses that lead to student recruitment. SEO and Google Analytics will be established.
5. Assist with the production of promotional and student recruitment materials.
6. Other duties as assigned by the Administrator for PR, Alumni and Student Recruitment.

Remuneration:

Remuneration will be according to the denominational wage scale at AIIAS considering educational qualifications, work experience, and years of service.

Available: May 2, 2024 or as soon as possible thereafter

Application Process:

Please send your application letter, a current Curriculum Vitae with references, and a portfolio of writing samples to Human Resources Department at recruitment@aaias.edu. Applications received by April 28, 2024 will receive full consideration.