



## AFRICA NAZARENE UNIVERSITY

### VACANCY ANNOUNCEMENT

Africa Nazarene University (ANU) is a fully chartered, non-profit, Private Christian University and is part of a Network of 21 Higher Education Institutions sponsored by the Church of the Nazarene International, with a mission to provide a holistic education that develops individuals academically, spiritually, culturally, socially and physically, to equip them with an appropriate mix of skills, competencies and Christian values to enable them to go into the world well prepared to meet the challenges and opportunities of their time.

**The University seeks to engage suitable and qualified candidates to serve in the following positions:**

#### **1. DIRECTOR, MARKETING      JOB REF: ANU/MKT/01/21**

**Job Purpose:**

Develop and manage the corporate brand of the University, working closely with the academic community and the registrar's admissions office to ensure that ANU brand is consistent and contributes to the university's strategic direction. Manage articulation of the University's bundle of programs, attributes, and value proposition to bring in new students, and enhancing the student journey, brand touchpoints and environments to satisfy the students.

**Key duties and responsibilities:**

- Develop and monitor integrated marketing strategy, program, policy, procedures, plan, and guidelines.
- Spearhead the strategic and tactical execution of marketing campaigns, including design of test/control segmentation, results reporting, analysis, and recommendations.
- Make use of available and current digital platforms to increase ANU's visibility.
- Explore and attract students in the African market and beyond.
- Prospect and identify market penetration methods in academic and research, develop go to market approaches.
- Develop and execute annual students' enrollment plans; track the enrollment and analyze to increase reach.
- Identify new frontiers and potential markets for growth. Lead feasibility studies in the identified markets for suitability.
- Contribute to the pricing model of ANU's programs based on the market trends and internal cost drivers.
- Identify and develop international marketing efforts to attract students, benchmark with other Nazarene universities.
- Develop key marketing performance metrics and tracking tools to provide market research, forecasts, competitive analyses, campaign results, and consumer trends in order to translate results into actionable insights for marketing team
- Establish the University's brand book including brand features and unique selling proposition. Align and manage brand projection and positioning for the University. Monitor brand impact and growth for improvement
- Direct market studies and surveys to identify customer needs, target groups and demographic segments.
- Lead development and implementation of the department's performance strategies.
- Lead the development of customer expectation standards and collection tools for the University.
- Manage independent recruiters, agencies, and outsourced parties.
- Coordinate advertising efforts for the University.
- Mentor, coach and supervise subordinate staff.
- Develop and monitor the department annual plan and budget.

**Academic and Professional Requirements:**

- Master's Degree in Marketing or its equivalent from a recognized University
- Valid membership to relevant professional body
- Professional Marketing qualifications
- Minimum of ten (10) years of relevant experience, with at least three (3) years in a managerial position.

**Personal attributes and competencies:**

- Executive disposition and demonstration of high levels of integrity.
- Desire and capacity to use modern technology including digital marketing platforms.
- Ability to develop long term integrated and cross-functional operational plans
- Ability to operationalize strategy into action
- Ability to sell the vision of ANU
- Business/Financial acumen, business savvy, innovative
- Strategic management skills
- Communication skills
- Interpersonal skills
- Organizing and planning skills.

**2. SENIOR ACCOUNTANT, BUDGET AND FINAL ACCOUNTS JOB REF: ANU/FIN/03/21****Job Purpose:**

Responsible for reviewing budget proposals and requests for funding, evaluating spending needs, conducting cost-benefit analyses, and preparing financial reports.

**Key Duties and Responsibilities:**

- Develop the budget and final accounts section's strategy, program, policy, procedures, plan and guidelines
- Review budget proposals and requests for funding, evaluating spending needs, conducting cost-benefit analyses, and examining them for completeness, accuracy, and conformance with procedures and regulations
- Coordinate the planning and development of operating budgets, in coordination with the university faculty and department heads. Develop the Master Budget for the university
- Consolidate information from various sources including departmental input, operational expenditure history, strategic projects to validate and recommend approval of the Master Budget. Summarize budgets and submit recommendations for the approval or disapproval of funds requests
- Review availability of funding and approve budget revisions and adjustments.
- Monitor and analyze department's budgets to ensure compliance. Identify variances between actual and budgeted financial results at the end of each reporting period
- Review and advise the university on the financial viability/cost-benefit, and the relative ranking of capital requests and special project/program proposals for funding
- Prepare monthly, quarterly, and annual financial reports in line with set standards
- Advise the university management on tax affairs and changes in tax laws. Ensure all taxes and statutory deductions are paid and submitted within deadlines
- Provide direction and assistance to other organizational units regarding accounting and budgeting policies and procedures and efficient control and utilization of financial resources
- Review operating budgets to analyze trends affecting budget needs.
- Participate in development and support implementation of the department's performance management strategies.
- Mentor, coach and supervise subordinate staff.

**Academic and Professional Requirements:**

- Bachelor's degree in Finance/Commerce/Accounts/Economics
- Relevant professional qualification e.g. CPA (K) or equivalent
- Member of a relevant professional body
- Minimum of four (4) years relevant experience.

**Personal attributes and competencies:**

- Interpersonal skills
- Communication skills
- Organizing and time management skills
- Team player
- Detail oriented
- Analytical skills

Suitably qualified candidates are encouraged to apply through the email **recruitment@anu.ac.ke** not later than **5<sup>th</sup> November 2021** enclosing an updated Curriculum Vitae with details of current post, salary and other financial benefits, testimonials, certified academic and professional certificates, copy of National Identity Card, names and addresses of three referees (one of whom should be present or previous employer). Kindly indicate job title and reference number in the subject of the email. Only shortlisted candidates shall be contacted and will be required to provide Clearance Certificates from Higher Education Loans Board, Ethics and Anti-corruption Commission, Credit Reference Bureau, Kenya Revenue Authority, and Criminal Investigation Department. ANU is an equal opportunity employer, and any canvassing shall lead to automatic disqualification.

**The Vice-Chancellor  
Africa Nazarene University  
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Nairobi**