



DIRECTORATE OF HUMAN RESOURCES

ADVERTISEMENT: HEAD OF MARKETING

LivingStone International University (LIU), a Christ-Centered higher education institution, located at Plot 564, Nyanza South Kamonkoli, Mugiti Sub-County, Budaka District is looking for a suitable candidate to fill the position below:

S/N	DEPARTMENT	JOB TITLE	NUMBER OF VACANCIES
1	Marketing and Recruitment	Head of Marketing	1 (One)

HOW TO APPLY:

Interested candidates should submit their application(s) by **31st October 2025, 5:00 PM (EAT)**. The application (s) must include:

1. A detailed Curriculum Vitae (CV).
2. A Cover Letter outlining the candidate's vision for the Marketing and Recruitment Department and their relevant experience.
3. A copy of the National Identity Card or Passport Biodata page.
4. Certified copies of academic and professional qualifications, appointment letters in previous roles played in other Institutions where applicable.
5. The application (s) should be addressed to:

**The Human Resource Manager,
LivingStone International University,
P.O. Box 994,
Mbale, Uganda**



Application (s) should be sent in one **PDF file** via e-mail to: career@livingstone.ac.ug.

Position:	Head of Marketing
Number of Vacancies:	1 (One)
Department:	Marketing and Recruitment
Tenure:	Contract (Renewable)
Reports to:	Deputy Vice Chancellor, Finance & Administration (DVC FA)
Responsible for:	Marketing and Recruitment Officer (s)

Purpose of the Job:

The Head of Marketing will provide strategic leadership for all university marketing and communication efforts, with the core aim of strengthening the LIU brand and driving student recruitment in alignment with the university's Christian vision and values. This is a key leadership role responsible for planning and executing comprehensive marketing activities, including outreaches, digital marketing, branding, public relations, and advertising. This is an exciting opportunity for someone who wants to make a meaningful impact by helping to tell the LIU story, strengthen our brand, and attract students who share our vision and values through a clear marketing and recruitment strategic plan that will lead to a significant enrollment increment for the next five years.

Person Specifications:

A. Academic and Professional Qualifications

1. Master's Degree in Marketing, MBA (Marketing), MA Communications, or a related field.
2. Possession of a professional marketing certification (e.g., CIM, PCM, CPM, OMCP, GAC, MBC, HubSpot, DMI, or MAAP) is an added advantage.

B. Experience

1. A minimum of five (5) years of progressive leadership experience.
2. At least two (2) years of experience in the same or similar position, preferably within an educational institution context.
3. Demonstrated success in developing and executing strategic marketing initiatives that achieve measurable results.

C. Required Skills and Attributes

1. Strong project management and organizational skills with the ability to prioritize multiple tasks and meet deadlines.
2. Strong creative and analytic skills, with attention to detail and the ability to leverage data for measuring campaign effectiveness and driving decision-making.



3. Excellent written and verbal communication skills, including proficiency in public speaking and social media.
4. Excellent leadership, teamwork, and interpersonal skills with a proven ability to lead and inspire a collaborative, innovative, and effective team in a multi-cultural context.
5. Excellent computer skills, with proficiency in Google Docs, Microsoft Office Suite, social media platforms, and other relevant marketing software/applications.
6. Must be a practicing Christian who adheres to the highest standard of biblical integrity in ethical standards, professionalism, accountability, stewardship, and teamwork, both in and outside of work.

Duties and Responsibilities:

The Head of Marketing shall:

1. Develop and implement a comprehensive marketing strategy that supports the university's Mission, Vision, Core Values, and Strategic enrollment goals.
2. Oversee the creation and execution of multi-channel marketing campaigns (social media, websites, print, etc.) to raise awareness and attract prospective students.
3. Track and evaluate campaign results, monitor and analyze market trends, competitor activities, and target audience insights to report and inform marketing strategies and decisions.
4. Collaborate with academic departments and administration, especially admissions, to create impactful promotional materials and messaging that accurately reflect academic offerings and university initiatives to support student recruitment.
5. Manage the marketing budget and LIU's brand identity to ensure consistency across all marketing channels and materials to protect and strengthen LIU's brand and Christian identity.
6. Lead a team of marketing professionals, providing guidance, mentorship, and performance management to achieve departmental objectives.
7. Build community relationships with schools, churches, and other community groups to arrange for LIU recruitment events and organize other on-campus events like open days, campus tours, school and church visits.
8. Establish and maintain relationships with key stakeholders, including alumni, sponsors, donors, other partners, and media, to enhance the university's reputation and outreach.
9. Participation in staff training and other professional development opportunities to stay current and improve knowledge and abilities better to support the marketing goals and objectives of LIU.
10. Carry out any other related duties as may be assigned by the DVC Finance & Administration or the leadership team from time to time.



Key Outputs:

The successful candidate will be expected to deliver the following measurable outputs:

- A Comprehensive Marketing Strategy developed, implemented, and successfully aligned with LIU's strategic enrollment and brand goals.
- Successful multi-channel marketing campaigns executed, resulting in measurable increases in brand awareness and prospective student applications that will lead to enrolment.
- Market intelligence reports regularly produced and utilized to inform and adjust marketing, communication, and recruitment strategies.
- A marketing budget effectively managed, and brand identity consistency maintained across all university communications and materials.
- An effective and cohesive Marketing Team led, mentored, and achieving key performance indicators (KPIs).
- A calendar of recruitment events and on-campus tours successfully organized, leading to strengthened community and stakeholder relationships.
- Strategic partnerships with alumni, sponsors, donors, and media established and maintained, leading to enhanced university reputation and outreach.
- **NB: Please note that only shortlisted candidates will be contacted by 14/11/2025.**

Signed By:



PETER KIZIREH

Human Resource Manager

LivingStone International University.

