



Dakar American University of Science & Technology

Dakar / Somone

Educating the next generation of Engineers, Inventors, and Innovators

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Marketing and Admission Officer

Applications are invited for **Marketing and Admission Officer** available starting in **March 2019** at Dakar American University of Science & Technology (DAUST).

Newly established Dakar American University of Science & Technology provides instruction and research for undergraduate and graduate students in fields of engineering and technology. Officially approved to open on January 1, 2017 by the Senegalese Ministry of Higher Education and Research, DAUST, located in Somone (about one hour and a half south of Dakar), is a research university of academic excellence.

The goal of DAUST is to prepare and train motivated individuals for careers in engineering and technology. DAUST offers a highly personalized setting that prepares students to become engineering professionals capable of developing technological solutions to Africa's societal needs and challenges.

We are looking for an enthusiastic and experienced Marketing and Admission Officer to lead our Marketing department. You'll be responsible for setting specific objectives to develop a cohesive and profitable marketing strategy for DAUST. Our Marketing strategist position involves a variety of tasks, including designing digital marketing campaigns and performing market research. If you're a creative, goal-oriented professional, we would like you to be part of our team and share innovative ideas to achieve our targets. Ultimately, you should be able to increase our market share and ensure brand consistency.

Responsibilities

You are expected to:

- Set specific marketing goals
- Design and implement marketing strategies aligned with business targets
- Develop digital campaigns to increase web traffic
- Research market to identify new opportunities
- Generate innovative ideas to promote DAUST
- Address advertising needs
- Use customer feedback to ensure client satisfaction
- Liaise with internal teams and ensure brand consistency
- Build relationships with potential students, parents, industry professionals and journalists
- Collaborate with marketing professionals to produce copy for advertisements or articles
- Overview the student's admission process

Requirements

- Proven work experience as a Marketing strategist or Marketing manager
- Demonstrable experience with marketing campaigns and web technologies (e.g. online tools and social media)
- Excellent communication skills (verbal and written)
- Strong analytical skills
- BSc degree in Marketing or relevant field

- Working knowledge of MS Office
- Outstanding organizational and planning abilities
- Proficient command of English
- Attention to detail and ability to multitask

Compensation:

Salary is highly competitive and commensurate with experience and accomplishments.

Application Procedure:

Submit a Cover Letter (Firstname_Lastname_Cover_Letter.pdf) and a CV (Firstname_Lastname_CV.pdf) to info@daust.org.

Review of applications will start immediately.

For more information about DAUST, please visit: <http://daust.org/>.