



## **Introduction**

Founded in 2014, The international School of Advertising offers training in Brand Communications including Advertising, Public Relations and Brand / Digital Marketing. We offer an array of programs targeting fresh graduates entering the market place, professionals upskilling and experts who need to be abreast of new trends and practices.

Industry alignment is our promise. Our programs partner with relevant companies and industry bodies to ensure we meet the needs of the market. We are also a CIM (UK), accredited center.

**We are looking to hire an enthusiastic, self-driven recent graduate in the position of Course Advisor and Marketing support.**

## **Preamble**

We are opening up this opportunity to recent students who would wish to take up a one year paid job and training opportunity.

The training will result in getting an Integrated Brand Communications Practitioners Certificate with the possibility of getting into the ISA student placement program on successful completion after one year.

We are looking for students who are aptly able to combine course advisory, sales while developing their marketing skills on the job.

## **Overall Job Responsibilities**

Building business by identifying and selling to prospects; maintaining relationships with clients for continued business and supporting marketing activities.

## **Job Duties**

### **Lead generation conversation**

- Following up on sales leads developed through various marketing activities.
- Identifying prospects and evaluating their needs; recommending appropriate training products.
- Preparing weekly and monthly reports by collecting, analysing, and summarizing information.
- Consistently meeting set sales objectives
- Weekly reporting on performance and plans

## **Relationship Management**

- Developing relationships with prospects.
- Maintaining relationships with current clients by providing support, information, and guidance; recommending new training opportunities
- Maintaining quality service by establishing and enforcing organization standards.
- Recommending and implementing loyalty initiatives

## **Marketing Coordination**

- Event identification and coordination
- Analysis of campaigns, course performance and learnings
- Liaising with design and digital team for campaigns
- Contributing to team effort by accomplishing related results as needed.

## **Skills and Qualifications**

A degree in any qualification will apply. What is important is that the person has a strong interest and desire in marketing and building brands.

There will be a pre- qualification exercise done before interviews.

### **Skills**

Conversant with all MS office software.

Excellent written and verbal communication skills

### **Personal Attributes**

Confident

Ambitious

Has initiative

Hungry to succeed

Has a never-say-die attitude

**Salary : Kes 25,000 Gross + commission**

**Training in the Integrated Brand Communications Program**