



JOB ADVERT

Job Title: Marketing Communications Manager

Company: Greenhill Holdings (Private, Christian-founded Educational and Service Provider)

Location: Kibuli, Kampala District and Buwaate, Wakiso District

About Greenhill Holdings:

Greenhill Holdings is a reputable, Christian-founded organization committed to providing high-quality educational and non-educational services. We are seeking a dynamic and experienced Marketing Communications Manager to lead our marketing and communications efforts, enhance our brand presence, and drive strategic growth.

Job Purpose:

The Marketing Communications Manager will develop, implement, and oversee comprehensive marketing and communications strategies to enhance brand visibility, foster customer engagement, and drive business growth. This role is critical in shaping the public perception of Greenhill Holdings, building strong stakeholder relationships, and creating impactful marketing campaigns that resonate with our target audience.

Key Responsibilities:

- **Strategic Planning:**

- Develop and implement integrated marketing and communications strategies aligned with Greenhill Holdings' overall business objectives.
- Conduct market research and analysis to identify trends, opportunities, and competitive insights.
- Develop and manage the marketing communications budget, ensuring cost-effective resource allocation.

- **Brand Management:**

- Maintain and enhance the Greenhill Holdings brand identity and reputation.
- Ensure consistent brand messaging across all communication channels.
- Develop and manage brand guidelines and standards.

- **Communications and Public Relations:**

- Develop and execute public relations strategies to enhance media relations and manage corporate communications.
- Draft and distribute press releases, media kits, and other communication materials.

- Manage social media presence and engagement.
- Handle crisis communications and reputation management.

- **Marketing Campaigns:**

- Plan, execute, and evaluate marketing campaigns across various channels (digital, print, events).
- Develop and manage content for marketing materials, websites, and social media platforms.
- Oversee the production of marketing collateral, including brochures, videos, and presentations.

- **Stakeholder Engagement:**

- Build and maintain strong relationships with key stakeholders, including parents, students, alumni, partners, and the media.
- Organize and manage events, conferences, and seminars.
- Develop and implement internal communications strategies.

- **Digital Marketing:**

- Manage and optimize digital marketing channels, including website, social media, email marketing, and SEO/SEM.
- Analyze digital marketing performance and provide recommendations for improvement.
- Manage online reputation.

- **Performance Monitoring:**

- Track and analyze marketing and communications metrics to measure effectiveness and ROI.
- Prepare regular reports on marketing and communications activities and performance.

Qualifications and Experience:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field. A Master's degree is an added advantage.
- Minimum of 5+ years of experience in marketing or communications, preferably in the education sector or a related industry, with at least 1-3 years in a supervisory role.
- Proven track record of developing and implementing successful marketing and communications strategies.
- Strong understanding of digital marketing principles and best practices.
- Excellent written and verbal communication skills.
- Strong project management and organisational skills.
- Ability to work independently and as part of a team.
- Strong analytical and problem-solving skills.
- Proficiency in marketing and communication software and tools.
- Experience working in a Christian founded organization is highly desirable.
- Demonstrated understanding of the education sector in Uganda.

Personal Attributes:

- Dynamic and results-oriented.
- Creative and innovative.
- Strong interpersonal skills.
- High level of integrity and professionalism.
- Ability to work in a fast-paced environment.
- A strong personal commitment to the Christian values of Greenhill Holdings.
- Proficiency in using marketing software and tools, such as website analytics, social media platforms, and content management systems.
- Strong understanding of current marketing trends and digital marketing strategies.
- Excellent leadership and communication skills.
- Ability to make strategic decisions and manage multiple projects simultaneously.
- Attention to details with strong analytical, spoken and written skills
- Excellent collaboration, teamwork and synergy with all Stakeholders at all levels.
- The Marketing Communications Manager will be expected to model Greenhill core values
- Christian Witness; Courtesy; Result Oriented
- Integrity, Transparency & Accountability
- Team work; Professionalism; Social and Environmental Responsibility

How to apply:

All qualified and interested candidates should submit the following documents a) Application letter;
b) CV indicating 3 referees, two of whom should have been your direct supervisors; salary history (attached as one document) to hr@greenhillacademy.ac.ug by 17th April, 2025; 5.00 pm. Only shortlisted candidates will be contacted.