

JOB OPPORTUNITY AT STRATHMORE UNIVERSITY

Job Title: Communications Associate – Social Media

Department: @iLabAfrica

Reporting to: Public Relations Officer

Basic job summary:

To develop and implement digital strategies to drive engagement in campaigns, membership growth, and education enrolment across existing and new platforms, including Facebook, Twitter, Instagram, LinkedIn, and others.

Duties & Responsibilities:

1. Daily posting, promoting upcoming programs, articles, events and managing our social media sites
2. To implement the social media strategy
3. Manage @iLabAfrica and @iBizAfrica social media channels: Facebook, Twitter, Instagram, and LinkedIn.
4. Oversee stills, video, and design production for content of four social media organic campaigns.
5. Develop and manage online paid campaigns throughout the year.
6. Develop a content calendar for all the digital platforms monthly.
7. Monitor postings to ensure that the brand message is consistent from the terminology used to the images posted.

8. Interact with followers and potential customers by communicating and answering questions through our social media pages.
9. Develop social media communities and online discussions to increase @iLabAfrica & @iBizAfrica Social Media engagement rate.
10. Compile analytical reports for the team showing results (Return on Investment)
11. Work with other faculty and departments to standardize social media content on their different Facebook pages.
12. Form key relationships with influencers across the social media platforms.
13. Keep up to date with key trends in the digital media space.

Minimum Academic Qualifications:

Bachelor's degree in Communications

Experience:

At least 3 years' experience in writing content for blogs, newspapers, websites and different social media channels

Competencies and Attributes

- Excellent writing skills and writing skills
- Critical thinking
- Analytical skills
- People Skills
- Excellent command of written and spoken English and Kiswahili.
- Integrity and strong interpersonal skills
- Strong attention to detail and ability to follow through with a high level of accuracy

PEOPLE & CULTURE ANNOUNCEMENT



Are you qualified for this position and interested in working with us? We would like to hear from you. Kindly send us a copy of your updated resume and letter of application (**ONLY**) quoting “**Communications Associate – Social Media**” on the subject line to recruitment@strathmore.edu by **12th September 2025**.

Due to the large number of applications we may receive, kindly note that only the shortlisted candidates will be contacted.

Please be advised that Strathmore University is an equal opportunity employer and does **NOT** ask for money from applicants under any circumstances during its recruitment process. Interested applicants are encouraged to exercise caution upon receiving any such interview opportunity that requires payment of any money.