

Comundo places and accompanies professionals on assignments in Africa and Latin America and is the leading Swiss organization for personnel development cooperation. The cooperation with local partner organizations contributes to the sustainable improvement of the living conditions of children, youth and older people. We offer you the chance to share your knowledge and experience and at the same time set a unique milestone in your biography!

Marketing Specialist for a newly built Vocational Training College

Country, Place:	Malindi, Kenya
Partner Organisation:	Marianists
Duration:	2 – 3 years
Start of assignment:	January 2025

Youth unemployment is one of the biggest challenges facing the world today as the global population grows rapidly and inequality increases, particularly in Africa. Technical and Vocational Education and Training (TVET) is seen as the most important means of addressing the skills gap, as it enables youth to acquire the necessary skills to enter the labor market and earn a living.

The Marianists, are a 200-year-old Catholic religious congregation of brothers and priests who run 3 TVET colleges on the Kenyan coast. The Marianist Technical Institute (MTI) in Malindi was newly build and opened its doors in March 2024 with the aim to assist young people find employment in the formal and informal sector and thus lead a life characterised by respect, dignity and resourcefulness. The MTI-Malindi targets disadvantaged youth between the ages of 16-25 years and offers 5 different training programs.

Your activities / tasks

As a Comundo co-worker, you will contribute that the MTI-Malindi and the two other Marianist colleges continue to provide quality education for the youth at the coast and move them from situations of destitution and dependency to one of increased economic values.

Specifically, you will support that the colleges to create sound marketing structures and systems that will enable them to find enough students to ensure the financial sustainability of the colleges. Among others, you will:

- Conduct research to understand youth, market trends, and competitors of other schools.
- Promote the training programs offered by the colleges.
- Develop and support implementation of marketing strategies to achieve business goals.
- Plan and support marketing campaigns across various channels, such as digital, social media, print, and events.
- Introduce digital marketing.
- Create compelling and relevant content for various platforms.
- Work closely with cross-functional teams, including sales, product development, and customer support, to ensure alignment of marketing efforts with overall business objectives.

Your profile

- Solid education in Marketing, business development or a similar field.
- Experience in marketing; experience in education is an added advantage.
- Practical experience in digital marketing and the organisation of marketing campaigns.
- Experience in organisational development, project management and communication is an added value.

General requirements

- Completed vocational or tertiary education
- At least 3 years of professional experience
- Very good knowledge of English
- Good physical and mental health
- Ability to work independently and in a team
- High social skills and intercultural sensitivity
- You are motivated to live a simple lifestyle

We offer

- An exciting working environment with an ample space for initiative, participation, and intercultural contacts
- An adequate preparation
- Introduction to the situation of the country of assignment and local support
- Living and insurance costs during your assignment
- Travelling costs in both directions
- Initial financial aid after your return

Application Procedure

Before submitting a written application, we recommend that you contact Comundo and attend an information event in your region. This will provide you with more detailed information about the application procedure, the working conditions, the working culture and benefits. You will find the respective dates as well as more information on our website: www.comundo.org

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