



VACANCY ANNOUNCEMENT

Position: Marketing Assistant

Job Summary

The Marketing Assistant supports the planning, execution, and optimization of marketing activities for the school. This role focuses on digital marketing, content creation, campaign coordination, and brand visibility, with the goal of increasing student enrollment and strengthening the school's public image.

Key Responsibilities

1. Content Creation & Social Media Management

- Assist in creating engaging content for platforms such as Facebook, Instagram, TikTok, and LinkedIn
- Write captions, scripts, and posts aligned with the school's brand voice
- Capture and edit photos/videos for campaigns, events, and daily school life
- Monitor engagement and respond to comments/messages where appropriate

2. Campaign Support

- Support the development and execution of marketing campaigns
- Help coordinate campaign assets including posters, videos, and digital ads
- Assist in organizing shoots, including preparing shot lists and schedules

3. Digital Marketing

- Assist in managing paid campaigns (e.g., Facebook and Google Ads)
- Track performance metrics such as reach, engagement, and conversions
- Compile basic reports on campaign effectiveness and suggest improvements

4. Event & School Activity Coverage

- Document school events, student achievements, and classroom activities
- Create highlight videos and posts (e.g., "Stars of the Week," special celebrations)
- Ensure consistent storytelling of school culture and student success

5. Brand & Communications Support

- Ensure all content aligns with the school's branding and messaging
- Assist in updating website content and promotional materials



- Support communication efforts for parents and prospective families

Required Skills & Qualifications

- Degree in Journalism and Development Communication or a marketing related field
- Basic understanding of social media platforms and trends
- Strong writing and communication skills
- Basic photography and video editing skills (mobile editing acceptable)
- Creativity and ability to generate engaging content ideas
- Good organizational and time management skills

Preferred Skills

- Experience with tools like CapCut, Adobe Creative Suite and Canva
- Basic knowledge of digital advertising (Facebook Ads, Google Ads)
- Familiarity with school environments

Personal Attributes

- Creative thinker with attention to detail
- Proactive and willing to learn
- Passionate about storytelling and student development
- Able to work collaboratively in a school environment

Method of Application

- Interested candidates should submit application letters, curriculum vitae with three (3) traceable referees, copies of educational and professional certificates to the address below before 5:00 p.m. Thursday 30th April, 2026. Applicants sending applications electronically should send attachments in PDF format in one folder to.

The Principal
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Luwinga, Mzuzu 2
email to: recruitment@mzuzuacademy.org