



JOB OPPORTUNITY AT STRATHMORE UNIVERSITY

Job Title: Alumni Relations Administrator - Communications
Department: Alumni Relations Office
Reporting to: Alumni Relations Manager

Basic job summary:

This position will coordinate the Alumni Relations Office's communication activities, both internal and external. The aim is to maintain a positive image of the University among alumni and ensure effective engagement through innovative content and designs tailored to alumni needs.

Duties & Responsibilities:

1. Alumni Communication and Content Development

- Collaborate with the Alumni Manager in building global alumni relationships by creating content for newsletters, the website, and other communication channels to share updates and strengthen engagement.
- Develop engaging and relevant alumni content – including spotlights, feature stories, videos, and more – in collaboration with the University Communication Office while ensuring consistent branding, tone, and alignment with the University's brand guidelines.
- Monitor the accuracy and consistency of alumni-focused messaging across all platforms and analyze metrics to refine communication strategies.

2. Social Media and Digital Engagement

- Design innovative marketing materials and social media templates to enhance alumni engagement and showcase the alumni community.



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- Manage alumni email and social media platforms, ensuring they feature up-to-date content, addressing feedback, and implementing strategies to grow the alumni network.
- Ensure constant monitoring mechanism for any emerging crisis and/or feedback on Alumni channels for timeliness in responding should it be required.

3. Event Communication and Support

- Provide comprehensive communication support for alumni events, including pre-event promotion, live coverage, and post-event reporting, while collaborating with organizers to ensure consistent messaging and branding.

4. Reporting and Collaboration

- In consultation with the Alumni Relations team, develop quarterly and annual reports and presentations to summarize alumni engagement and communication efforts.
- Support the development and publication of yearbooks, including gathering alumni updates, designing layouts, and coordinating with stakeholders to ensure timely production and distribution.

Qualifications:

- Bachelor's degree in a business-related field with a bias in communication.
- A professional qualification in Public Relations is an added advantage.
- Demonstrated experience in working with Adobe Photoshop and Adobe Illustrator
- At least 2 years of professional experience in public relations, communications, or graphic design, preferably for a corporate organization.

Competencies and Personal Attributes

- Strong writing and editorial skills.
- Skills in event planning and management.
- Proficient use of up-to-date design software

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- Knowledge of website management.
- Excellent command of written and spoken English and Kiswahili.
- High level of integrity.

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 “**Alumni Relations Administrator - Communications**” on the subject line to recruitment@strathmore.edu by **11th March 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.



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