

JOB OPPORTUNITY AT STRATHMORE UNIVERSITY

Job Title: Alumni Relations Administrator – Merchandise & Branding

Department: Alumni Relations Department

Reporting to: Alumni Relations Manager

Basic job summary:

The Alumni Merchandise & Brand Admin will champion the Strathmore brand by managing and promoting the University's branded merchandise to alumni, staff, students, and friends of Strathmore. This role involves overseeing the daily operations of both the physical and online gift shops, driving sales growth, enhancing customer experience, and implementing creative marketing and e-commerce strategies. The Admin will play a key role in telling the Strathmore story through merchandise, digital engagement, and alumni-centered campaigns.

Duties & Responsibilities:

Merchandise and E-Commerce Management

- Oversee operations of the physical and online (e-commerce) Strathmore Gift Shop.
- Manage inventory levels, stock orders, deliveries and pricing in collaboration with the Procurement Office.
- Develop and execute product and sales plans for both physical and online channels.
- Ensure timely activation of new products and maintain up-to-date pricing and quantities.
- Maintain accurate daily sales records and prepare weekly and monthly performance reports.
- Monitor and analyze sales trends, customer preferences and product performance to inform restocking and marketing strategies.

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Branding and Marketing

- Promote the Strathmore brand identity through creative merchandising and communication campaigns.
- Design and execute promotional activities, digital marketing campaigns, and event-based sales activations.
- Collaborate with the Alumni Relations and Communications teams to ensure brand consistency and visibility across platforms.
- Create engaging visual content (photography, product displays, social media posts) to showcase merchandise online.
- Develop and maintain a communication calendar for the gift shop and alumni merchandise.

Alumni and Community Engagement

- Foster alumni loyalty through branded products that celebrate alumni identity and belonging.
- Promote special alumni-themed collections and campaigns around key alumni events such as graduation, parents' seminars, on-campus conferences etc.
- Gather and act on alumni and customer feedback to improve product offerings and service.
- Support alumni-related communication and engagement activities on social media and university events.

Financial and Administrative Coordination

- Collaborate with the Finance Office to ensure smooth sales transactions, accurate reconciliations and profitability tracking.
- Maintain compliance with university policies on audit, procurement, pricing and reporting.
- Support administrative functions within the Alumni Relations Office as needed.

Minimum Academic Qualifications:

Bachelor's degree in Sales and Marketing, Communication, Business, or related field.

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Experience:

- At least 1–2 years of relevant work experience, preferably in a merchandise, retail, or e-commerce environment.
- Proven experience in digital marketing and social media engagement.
- Basic knowledge of website or e-commerce management tools.

Competencies and Attributes

- Strong organizational and multitasking abilities
- Excellent communication and interpersonal skills
- Proficient in Microsoft Office
- Detail-oriented, with a passion for logistics and follow-through

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 – Merchandise & Branding*” on the subject line to recruitment@strathmore.edu by **1st December 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.