



Job Title: Marketing Coordinator

Duration: 5 Months

Location: Kampala, Uganda (with travel to PEAS Network Schools across Uganda)

Reports to: Head of School Network

About PEAS:

PEAS is an organization dedicated to expanding access to quality secondary education in Uganda. We believe that every child deserves the opportunity to learn and thrive, regardless of their background. With a network of 30 schools located in 24 districts across Uganda, we are committed to providing affordable and high-quality education that prepares students for a brighter future.

Job Summary:

A Marketing Coordinator at PEAS Uganda will play a pivotal role in driving student enrollment across 30 network schools in Uganda. This position is a 5-month temporary role, ideal for a dynamic and results-oriented professional with a passion for education and a proven track record in marketing and communications. The coordinator will be instrumental in developing and implementing effective marketing strategies to attract prospective students and their families, ensuring the sustained growth and success of PEAS schools.

The Marketing Coordinator will be responsible for strategizing, executing, and monitoring comprehensive marketing campaigns to increase student enrollment across all 30 PEAS network schools in Uganda. This role requires a blend of strategic thinking, creative execution, and strong analytical skills to develop and implement effective marketing initiatives within a five-month timeframe. The successful candidate will work closely with the Head of School Network to achieve ambitious enrollment targets.

Key Responsibilities:

1. Develop and Implement Enrollment Marketing Strategies:

- (i) Design and execute targeted marketing campaigns to attract prospective students and their families to PEAS schools.



- (ii) Collaborate with school leaders to understand individual school needs and tailor marketing efforts accordingly.
- (iii) Develop compelling messaging and marketing materials that highlight the unique value proposition of PEAS schools.

2. Content Creation and Management:

- (i) Create engaging and persuasive content for various marketing channels, including brochures, flyers, social media posts, website content, and local advertisements.
- (ii) Oversee the production of high-quality visual assets (photos, videos) that showcase school life and student success stories.
- (iii) Ensure brand consistency and adherence to PEAS branding guidelines across all marketing materials.

3. Digital Marketing and Outreach:

- (i) Manage and optimize PEAS school online presence, including social media platforms (Facebook, Instagram, WhatsApp) and the PEAS website.
- (ii) Implement and monitor digital advertising campaigns (e.g., Google Ads, Meta Ads) to reach target audiences effectively.
- (iii) Explore and leverage other digital channels to maximize reach and engagement.

4. Community Engagement and Local Marketing:

- (i) Coordinate and support local marketing initiatives, such as school open days, community outreach events, and partnerships with local leaders and primary schools.
- (ii) Develop strategies for word-of-mouth marketing and referral programs within local communities.
- (iii) Build strong relationships with key stakeholders, including parents, community leaders, and local education officials.

5. Marketing Campaign Performance:

- (i) Gather and analyze data on marketing campaign performance, enrollment figures, and student demographics to identify areas for improvement.
- (ii) Provide regular reports and insights to the Head of School Network on marketing effectiveness and enrollment progress.

6. Training and Support:



- (i) Provide guidance and support to school-based staff on basic marketing and communication best practices to aid local enrollment efforts.
- (ii) Equip school teams with marketing tools and resources to effectively promote their schools.

Qualifications and Experience:

Education:

Bachelor's degree in marketing, Communications, Public Relations, Business Administration, or a related field.

Experience:

- (i) Minimum of 3 years of proven experience in marketing, with a strong focus on enrollment marketing, education marketing, or consumer marketing.
- (ii) Demonstrated experience in developing and executing successful marketing campaigns, both digital and traditional.
- (iii) Experience working in the non-profit sector or with educational institutions in Uganda is a significant advantage.

Skills:

- (i) Excellent written and verbal communication skills, with the ability to craft compelling messages for diverse audiences.
- (ii) Strong understanding of digital marketing tools and platforms (social media, content management systems, analytics tools).
- (iii) Analytical mindset with the ability to interpret data and make data-driven decisions.
- (iv) Exceptional organizational and project management skills, with the ability to manage multiple priorities and meet deadlines.
- (v) Ability to work independently and as part of a team in a fast-paced environment.
- (vi) Fluency in English and relevant local languages is highly desirable.
- (vii) Willingness to travel frequently to PEAS network schools across Uganda.

Desired Attributes:

- (i) Passion for PEAS's mission to provide quality education in Uganda.
- (ii) Proactive, innovative, and results-oriented approach.
- (iii) Strong interpersonal skills and the ability to build rapport with diverse stakeholders.
- (iv) Adaptability and resilience in navigating a dynamic work environment.



(v) High level of integrity and commitment to ethical practices.

How to Apply for the job:

- Suitable and qualified candidates should follow this link: <https://www.peas.org.uk/work-with-us/> for detailed Job descriptions.
- Submit your Cover letter, CV with 3 references and Academic documents as one document (PDF) to recruitment-ug@peas.org.uk
- Closing date for applications not later than **22ndOctober 2025 at 5pm EAT**.

N.B: Only successful candidates will be contacted.

PEAS is an equal opportunity employer that does not discriminate in its recruitment practices and, to build the strongest possible workforce, actively seeks a diverse applicant pool. PEAS is committed to the protection of children, and we do not employ people whose background is not suitable for working with children.