



## OFFICE OF THE REGISTRAR (ADMINISTRATION AND HUMAN CAPITAL)

Ref: LU/ADMIN/R (ADMIN)/132/IA/ 109

DATE: 25<sup>TH</sup> JANUARY, 2024

### DECLARATION OF A VACANCY TO BE FILLED BY APPOINTMENT OF THE DIRECTOR, DIRECTORATE OF CORPORATE AFFAIRS

Laikipia University is a Public Chartered University located approximately 11km from Nyahururu Town and 50km from Nakuru City; along Nyahururu - Nakuru Highway. It is a premier University endowed with a serene environment which is conducive for learning.

The University's Vision is to be a University for valued transformation of society and its mission is to serve students and society through research, education, scholarship, training, outreach and consultancy.

To effectively fulfil its mandate, the University wishes to internally recruit a competent Director-Corporate Affairs to provide marketing strategies for the global visibility of the University.

Job Title	
<b>DIRECTOR, DIRECTORATE OF CORPORATE AFFAIRS</b>	
Ref: No.	LU/AD/02/1/IA/DCA/2024
Terms of Service	Successful candidate for the position shall be appointed for a term of four (4) years and may be eligible for re-appointment for a further term upon satisfactory performance.
<b>Key Duties and Responsibilities</b>	
<p>The Director shall report to the Vice Chancellor and will be expected to;</p> <ul style="list-style-type: none"> <li>• Develop and implement strategies to ensure maintenance of the University's corporate image;</li> <li>• Ensure participation and coverage of the University in relevant exhibitions and marketing activities;</li> <li>• Undertake market analysis and research to identify trends and opportunities for the furtherance of the mission of the University;</li> <li>• Issue press releases, arrange interviews, and compile press kits;</li> <li>• Be responsible for marketing of the University and its products;</li> <li>• Coordinate Trade Fairs and Exhibitions and the participation of the University in such activities;</li> <li>• Develop and maintain a University newsletter, web and social media presence;</li> <li>• Coordinate resolution of public complaints and access to information in the University; and</li> <li>• Undertake such other responsibilities that may be assigned by the Vice Chancellor.</li> </ul>	
<b>Qualifications</b>	
<p>For appointment to this post, a candidate must;</p> <p>Hold a minimum of a Master's Degree Communication or Marketing or any other relevant field, from a university recognised in Kenya.</p>	

**Vision** : A University for Valued Transformation of Society

**Mission**: To serve students and society through research, education, scholarship, training, innovation, outreach and consultancy



Laikipia University is ISO 9001:2015 and ISO/IEC 27001:2013 Certified



**How to apply:-**

1. Applicants should submit detailed curriculum vitae (i.e. detailed academic qualification, professional experience, membership and/or associations) copies of certificates, e-mail addresses and daytime telephone contacts.
2. Provide names, telephone numbers and contact addresses of three referees.
3. Comply with the requirements of Chapter six (6) of the Constitution.
4. A copy of the application and referee's report confidential report on the applicant's suitability for the posts should be delivered to the undersigned:-

**The Registrar Administration and Human Capital (AHC),  
Laikipia University,  
P.O. Box 1100-20300,  
NYAHURURU, KENYA  
Email: [radmin@laikipia.ac.ke](mailto:radmin@laikipia.ac.ke)**

Applications to be received on **Thursday, February 8<sup>th</sup> 2024** by close of business.

Please note that only shortlisted candidates will be contacted.

***Laikipia University is an equal opportunity employer, Youth, Women and Persons with disabilities, marginalized and minority communities are encouraged to apply.***

