



The African School of Governance (ASG) is a leading public policy and leadership education institution dedicated to empowering a new generation of purpose-driven African leaders. With a foundation rooted in African perspectives and global standards, ASG is committed to cultivating leaders who can address the complex challenges of the 21st century, both on the continent and worldwide.

At the African School of Governance, we are shaping a new era of leadership in Africa through a world-class public policy education, innovative research, and dynamic policy engagement focused on Africa's unique experiences. We aim to address the continent's pressing governance challenges by equipping emerging leaders with the mindsets, skills, and knowledge required for effective leadership.

ASG's vision is to nurture a prosperous and peaceful Africa where purpose-driven leaders have the mindsets, knowledge, and skills to drive sustainable development for all. The mission is to nurture leaders to drive Africa's sustainable development by providing innovative public policy education, cutting-edge research, and a platform for policy engagement that fosters transformative governance tailored to the continent's unique values and opportunities.

ASG seeks to address this gap in African public policy education and research while joining a network of other world-class institutions across the region and globe.

JOB DESCRIPTION

JOB DETAILS

JOB TITLE: Student Recruitment Officer

REPORTS TO: Academic Registrar

JOB REF: ASG/HR033

DEPARTMENT: Finance and Operations

Job / Role Purpose:

The Senior Student Recruitment Officer is responsible for developing and maintaining robust relationships with students' network in the region and delivering student recruitment working with colleagues in Faculties and in Professional Services, under the direction of the Academic Registrar and as part of a dedicated team, to increase the number and quality of applications from target students in line with ASG's recruitment strategy. The role also focuses on coordinating student recruitment in some of the School's priority jurisdiction and assists in developing new markets as identified in the School's strategy.

Key duties and responsibilities

- Plan, deliver and evaluate student recruitment activity ensuring information is accurate, up to date and appropriate for the relevant audience.
- Develop, deliver and evaluate student recruitment plans for target groups within designated regions.
- Develop, deliver, and evaluate online recruitment and conversion activity such as recorded on-demand content and virtual open days.

- To track and analyse patterns and trends in student applications, offers and enrolment.
- Provide accurate information, advice, and guidance to students about courses / student life at ASG.
- Collect and monitor and share data on the School's recruitment activities, support applicants, and their advisors, through the admissions and assessment process.
- Capture recruitment intelligence through horizon scanning, competitor analysis and other methods to support the strategic business information to academic units, using technical tools, i.e. CRM, with a view to advising on recruitment requirements and opportunities in the region.
- Working with colleagues across the School to identify, develop and/or maintain various marketing communications activities to widen the reach.
- Promote and raise the profile of the ASG in designated countries - this may include the management of country-specific social media profiles, publications and tailored communications to enquirers and applicants.
- Produce report on recruitment numbers for designated regions and act reflexively to plan activity to

maintain targets.

- Advise and support high professional standards across the School within the recruitment environment drawing on external professional service standards.
- Assist in the development and production of relevant targeted recruitment publicity materials including print, website, and social media.
- Any other duties appropriate to the role as required by the Supervisor.

Expected Outputs/ Deliverables

- Student recruitment plans.
- Periodic report on recruitment numbers for designated regions.
- Shared share data on the School's recruitment activities.
- On and off-campus recruitment events.
- Marketing communications activities.

PERSON SPECIFICATION

Educational Requirements

- Bachelor's degree in education, management, business, or equivalent and have a minimum of three years' relevant work experience.

Related Job Experience

- Minimum of 5 years' experience in PR/student recruitment/Higher Education.
- Knowledge of the higher education sector, including recruitment processes and infrastructure, and the experience of international student recruitment or marketing is an advantage.

- Experience of operating nationally and internationally with a strong cultural awareness.
- Demonstrable experience in pipeline management (preferably related to the student journey) and understanding of education recruitment markets and demands.

Required Technical Knowledge/Skills

- Good understanding of marketing and recruitment techniques primarily digital and social media and networking sites for promotional campaigns.
- Client relationship management and customer services skills
- Ability to work across complex boundaries and locations.
- Experience of social media engagement in student recruitment
- Project management.

Required Behavioural Skills

- Effective communication skills including negotiation, persuasion and influencing colleagues and stakeholders.
- Attention to detail and proactive problem-solving.
- Problem-solving and conflict-resolution skills
- Ability to prioritize and multi-task.
- Ability to use computers (e.g., MS Office) and education management systems.
- Interpersonal and stakeholder engagement
- Innovativeness
- Integrity and self-drive
- Transparency and accountability
- Fluent English required, fluent French desirable

Contact/application information:

If you are interested in exploring this opportunity further and your qualifications and experience match the requirements for any of the roles, please complete and submit your application via the following link: [asg job application form](#). All applications must be submitted via the online application form at this link.