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**Join the Anglo American University as a**

**Anglo American University (AAU) is a prestigious and internationally recognized institution located in the heart of Cape Town. With a commitment to providing quality education and a vibrant learning environment, AAU offers a wide range of degree programs to students from around the world. We are currently seeking a talented and passionate Marketing and Communications Manager to join our marketing and communications team.**

**As the Marketing and Communications Manager at AAU, you will be responsible for leading and managing AAU's marketing and communications efforts aimed to strengthen the institution's visibility locally, regionally and internationally.**

**Marketing and Communications Manager reports to Vice President for Enrollment and Communications**

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**Monitor and report on key marketing performance indicators to ensure effectiveness and ROI of marketing initiatives**

**Oversee the planning, development, and execution of digital campaigns**

**Develop and manage the marketing budget, ensuring cost-effective allocation of resources**

**Lead the marketing team ensuring collaborative environment**

**Manage external contacts and vendors ensuring timely and within budget delivery**

**Serve as a the primary point of contact between marketing and other departments within the university, ensuring seamless communication and coordination**

**Oversee the coordination and execution of marketing projects from conception through implementation**

**Ensure brand consistency across all marketing and communication channels**

**Manage crisis communications and provide strategic guidance on messaging**

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**Bachelor's degree in marketing, communications, or a related discipline**

**Minimum of 5 years of experience in marketing and communications with experience in managing teams**

**Strong background in digital marketing (SEO) and social media strategies**

**Ability to work in a fast-paced, deadline-driven environment**

**Knowledge of the higher education sector is a plus**

**Exceptional English verbal and written communication skills**

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**Multicultural, international environment**

**Possibility of personal development (taking university courses free of charge)**

**5 weeks of paid vacation per year**

**5 sick days per year**

**1-hour lunch break included in working hours (for the full-time job)  
Miles per gallon (partly paid by the employer).**

**Interested candidates should send their CV and a cover letter to Lucie Kacovská at [luciekacovska@auri.edu](mailto:luciekacovska@auri.edu) The**