

Terms of Reference for the Position  
**ISZ Business Development and Marketing Manager**

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### Job brief

- o Identifies and develops new opportunities for ISZ
- o Builds and develops relationships with potential, subscribers and partners
- o Evaluates existing partnerships and enrolment efforts with an eye toward building on what works and changing what doesn't.
- o Manages key client relationships of ISZ and works to build new ones.

### Duties and responsibilities

- o Develop and execute ISZ Marketing Committee strategic plans to achieve enrolment targets.
- o Create and communicate enrolment goals and ensure Head of School and ISZ board are informed on the progress
- o Build and maintain long-lasting, strong relationships with ISZ stakeholders/customers
- o Understand Educational -specific trends and landscapes
- o Effectively communicate value propositions through presentations and proposals
- o Report on forces that shift strategic direction of ISZ Marketing goals

### Requirements and skills

Should be and have;

- o Communication Skills, Management Skills, Proactive, Innovative, Collaborative, Persuasive skills, self-motivation skills, negotiation skills, problem solving skills, Relationship building
- o Reference to enrolment/
- o Experience with a marketing Team
- o Education: a minimum of a Bachelor's degree in Business Administration, Marketing, Communications or another related field.
- o Knowledge of the Education sector is a merit.
- o Excellent listening, negotiation and presentation skills
- o Excellent verbal and written communications skill
- o A minimum of 5 years of enrolment experience in an executive-level position such as a Sales Manager, Marketing Director or similar role is ideal

If you have

- o Experience in planning and implementing enrolment strategies. Experience in customer relationship management. Experience managing and directing a sales team. Excellent written and verbal communication skills.

### Duration of part time assignment

Duration of the job assignment is limited for one year with option for renewal.

The proposed 60% part time assignment allows to balance the work commitments and tasks in a flexible way over the year.

**If this position speaks to you, email your CV to [s.dabo@isz.co.tz](mailto:s.dabo@isz.co.tz) with the subject line:  
ISZ Business Development and Marketing Manager**