BOLO INSTITUTE OF TECHNOLOGY
est. 2023

Director of Marketing, Communications and Admissions

Recruitment Profile

Fill the first cohort, honestly.

BOLO IT seeks a founding Director to position the institution in the market, lead its go-to-market strategy, build a trusted bilingual brand and turn prospective student interest into enrollment for the October 2027 intake.

Location	Yaoundé, Cameroon
Employment	Full-time
Reports to	Executive Director
Application deadline	November 15, 2026
Expected start	December 1, 2026

About BOLO IT

BOLO Institute of Technology (BOLO IT) is an emerging higher education institution in Cameroon preparing for its inaugural October 2027 academic intake. Guided by its three pillars—Business, Science and Innovation—BOLO IT is developing HND/BTS, Bachelor's/Licence and Master's pathways, subject to applicable program approvals and launch schedules.

Its educational model combines rigorous academics, hands-on laboratories, real-world projects, AI fluency, professional development, internships and industry connections to prepare students for opportunities in Cameroon, across Africa and internationally.

Built in Africa. Ready for the World.

Opportunity & Mandate

As founding Director of Marketing, Communications and Admissions, you will position BOLO IT as a credible, innovative and career-focused higher education institution; articulate its distinctive value to prospective students, families, schools, employers and the wider public;

and lead the institution’s go-to-market strategy for its first academic intake.

You will build and manage a team of Marketing, Communications and Admissions Officers, create a measurable lead-to-enrollment pipeline and take accountability for institutional visibility, brand reputation, recruitment effectiveness and enrollment results. All public claims must reflect actual institutional readiness and approved offerings.

Key Responsibilities

1. Institutional Positioning & Brand

- Define and execute BOLO IT’s market positioning, brand strategy and distinctive educational value proposition.
- Maintain consistent and credible institutional messaging across digital, print, radio, events and other channels.
- Use market research and audience insights to reach prospective students, families and partners.

2. Go-to-Market Strategy & Execution

- Own the integrated launch and recruitment plan for the October 2027 intake, including campaign calendars, budgets and channel priorities.
- Lead digital marketing, website content, social media, advertising and targeted awareness campaigns; optimize results using data.
- Coordinate campaigns with institutional readiness, academic program information and approved milestones.

3. Communications & Public Engagement

- Lead English- and French-language institutional communications, public relations, media engagement and community outreach.
- Build structured partnerships with secondary school counselors, principals, church youth networks and community groups.
- Organize school visits, high-impact presentations, open days, education fairs and parent orientation sessions.

4. Student Recruitment & Admissions

- Build and manage a trackable recruitment funnel from inquiry and lead qualification through application, admission and enrollment.

- Establish timely, respectful follow-up through phone, email, WhatsApp and in-person engagement, with reliable records and CRM reporting.
- Coordinate with Academic Affairs to ensure admissions decisions follow approved academic criteria; monitor conversion and enrollment targets.

5. Leadership, Analytics & Performance

- Recruit, coach, supervise and evaluate Marketing, Communications and Admissions Officers; establish team objectives and accountability.
- Manage departmental budgets, vendors, reporting and continuous improvement.
- Report qualified leads, applications, conversion rates, campaign effectiveness, recruitment costs and enrollment progress to the Executive Director.

Qualifications & Experience

- Bachelor’s degree required in marketing, communications, business administration or a related field; master’s preferred.
- At least five years of relevant experience, including leadership of teams and measurable marketing, recruitment or conversion outcomes.
- Experience in higher education, student recruitment, admissions or consultative sales is advantageous.
- Strong digital marketing, CRM, analytics, presentation, relationship-building and budget-management skills.
- Professional proficiency in both English and French; ability to use modern digital and AI-assisted marketing tools responsibly.

Personal Attributes

Honesty in the Pitch: Accurately presents BOLO IT’s programs, institutional milestones and readiness.

Analytical Numeracy: Diagnoses where a recruitment pipeline is underperforming and acts on evidence.

Empathy & Warmth: Treats students and families with respect, recognizing the importance of their educational investment.

Entrepreneurial Leadership: Builds teams and processes, takes initiative and delivers results.

Why Join BOLO IT?

Help establish a new institution, shape its public identity and lead the recruitment function that will welcome its first students. This role offers meaningful leadership responsibility and the opportunity to expand access to practical, technology-driven education.

How to Apply

Submit an updated CV and cover letter highlighting your leadership experience and measurable results in marketing, student recruitment or pipeline management through boloinstitute.tech/careers.

Application deadline: November 15, 2026 Expected start: December 1, 2026
Only shortlisted candidates will be contacted.

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