



BOLO
INSTITUTE
OF TECHNOLOGY
— est. 2023 —

Marketing & Admissions Manager

Recruitment Profile

Fill the first cohort, honestly.

BOLO IT is seeking a Marketing & Admissions Manager to build the recruitment function from nothing: brand presence, school outreach, lead management, the admissions process itself, and accountability for the enrollment numbers the institution opens with.

Location	Cameroon
Employment	Full-time Marketing & admissions
Reports to	Executive Director
Sector	Higher education Marketing Admissions

About BOLO IT

BOLO Institute of Technology is a higher-education institution in Cameroon, architected around three pathways — Higher National Diploma, Bachelor's and Master's — and being developed to prepare professionals, innovators, researchers and entrepreneurs across science, technology, health, agriculture, business and the applied professions, for opportunities in Cameroon, across Africa and internationally.

BOLO IT is being built around a distinctive educational model: rigorous academics combined with hands-on laboratories, real-world projects, internships, professional certifications, mentorship and instruction shaped by experienced technology practitioners. The institution is intentionally globally oriented, AI-enabled and Silicon Valley-inspired.

A student educated at BOLO IT in Cameroon should leave with the academic foundation, practical capability, AI fluency, professional exposure and confidence to compete with technology talent anywhere in the world.



(+237) 652 921 000



[boloinstitutetech](mailto:bolo@boloinstitutetech.com)



Deido - Douala
Cameroon



The opportunity

The institution has no cohort yet, so this role starts with the first one. That means building awareness where prospective students actually are — secondary schools, families, employers and online — then converting interest into applications and applications into enrolled students, with a process families can trust.

Mandate

- Build the institution's presence in the schools and communities its students will come from.
- Turn interest into a managed pipeline rather than a list of unreturned enquiries.
- Run an admissions process that is clear, fair and quick to respond.
- Meet enrollment targets without overstating what the institution can yet offer.

Key responsibilities

Marketing & brand presence

Plan and run the marketing effort across digital, print, radio and events, consistent with the institution's brand and honest about its pre-launch status.

School outreach & recruitment

Build relationships with secondary schools, counsellors, parents and employers. Run visits, open days and information sessions.

Lead management & conversion

Capture, qualify and follow up every enquiry. Maintain the pipeline and report conversion honestly at each stage.

Admissions & enrollment targets

Operate the admissions process end to end — application, assessment, offer, acceptance and registration — and hold accountability for enrollment performance.



Qualifications and experience

- Master's degree minimum in marketing, communications, business or a related field.
- Demonstrated student recruitment, admissions or comparable consultative sales experience.
- Experience building a lead pipeline and reporting conversion against targets.
- Confident presenting to school audiences, parents and community groups.
- Working ability in both English and French; families and schools use both.

Personal attributes

This role suits someone who can sell an institution that has not opened yet without promising a single thing it cannot deliver.

Honesty in the pitch

Describes what the institution is building, not what it wishes were already true.

Persistence

Follows up the enquiry that went quiet, without becoming a nuisance.

Numeracy

Reads a pipeline and knows which stage is actually failing.

Warmth

Families are making a large decision; they should feel heard while making it.

How to apply

Applications are made through the BOLO IT website at **boloinstitute.tech/careers**, where this role can be opened directly and a CV attached to the enquiry form.

| We believe world-class technology talent can be developed anywhere.



(+237) 652 921 000



boloinstitute.tech



Deido - Douala
Cameroon

Our ambition is to build one of Africa's leading technology institutions and develop graduates capable of competing with technology talent anywhere in the world.

This profile is drafted from the institution's proposed staffing schedule and is subject to institutional sign-off. It states no salary, closing date or benefit, because none is yet set.



(+237) 652 921 000



boloinstitute.tech



Deido - Douala
Cameroon