



Block 244, Plot 5151 Majid Musisi,
Kampala, Uganda
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www.teachforuganda.org

Title: Fellowship Marketing and Recruitment Coordinator

Ref No: TFU/2025-001

Positions: 1

Reporting to: Head of Programs

Contract duration: 2 years (renewable)

Duty station: Kampala

About Teach For Uganda

We are an indigenous nonprofit organization that nurtures leaders who are committed to advancing equitable access to quality education for children in low-income communities in Uganda through a two-year teaching fellowship. We recruit, train and place graduates from varied academic backgrounds to serve as full-time teachers (fellows) in underserved primary schools to improve foundational literacy and numeracy skills for children while developing their leadership skills. Post fellowship, our alumni become lifelong advocates of quality education as education leaders, social entrepreneurs, and policy influencers collectively addressing the systemic challenges that hinder children from fulfilling their potential. We currently operate in 10 districts i.e., Mukono, Bugiri, Namayingo, Buikwe, Mayuge, Namutumba, Kayunga, Hoima, Kikuube and Kagadi; impacting over 40,00 children in 182 schools.

We are seeking a **Fellowship Marketing & Recruitment Coordinator** who will be responsible for leading the marketing and recruitment strategies to attract a diverse, talented, and committed group of fellows each year. This role is key in raising awareness about the Teach For Uganda Fellowship program, creating compelling recruitment campaigns, building partnerships, and ultimately driving the success of our fellowship application process

Position overview

As the **Fellowship Marketing & Recruitment Coordinator**, you will design and implement effective marketing strategies to raise awareness of the fellowship program, generate interest, and attract high-quality applicants. You will work closely with the Communications and Marketing Coordinator and manage two fellowship Recruitment Officers to build a seamless journey for potential fellows from initial awareness through to application and selection, ensuring that Teach For Uganda attracts diverse and talented individuals passionate about educational equity.

Performance Objectives:

Marketing Strategy, campaign development, and execution.

- Develop and implement a comprehensive marketing strategy informed by research to increase awareness of the Teach For Uganda Fellowship and drive recruitment efforts.
- Manage and optimize the Fellowship recruitment section of the website, ensuring it's engaging, informative, and user-friendly for prospective fellows
- Collaborate with the Communication and Marketing Coordinator to set measurable goals and key performance Indicators for campaigns
- Develop creative campaigns that resonate with potential fellows, leveraging both traditional and digital marketing techniques
- Create engaging content for digital platforms (social media, website, email, print, newsletters, etc.), focusing on fellowship benefits, the application process, and success stories.
- Support the design of promotional materials like flyers, brochures, FAQs, application forms banners, etc. that communicate the benefits of the fellowship and the application process.
- Monitor, analyze, and report on the performance of marketing campaigns across digital platforms, using tools like Google Analytics, Facebook Insights, and others.
- Leverage data and insights to continuously optimize campaigns for better engagement and conversion rates.

University & Campus Outreach:

- Develop relationships with universities, secondary schools, and other educational institutions to promote the fellowship and recruit top talent.
- Organize and coordinate campus-based recruitment events, such as info sessions, webinars, career fairs, and fellowship presentations to increase awareness among students.
- Foster partnerships with student organizations, faculty, and career services to amplify outreach efforts.

Fellowship Recruitment and Selection Management:

- Oversee the full recruitment lifecycle, including identifying potential applicants, nurturing relationships, and guiding them through the application process.
- Implement strategies to engage potential applicants and convert interest into completed applications, ensuring a smooth and supportive candidate journey.
- Collaborate with the Fellowship Recruitment Officers to ensure that applicants meet all eligibility requirements and are effectively screened and evaluated.
- Manage the Salesforce system to track, engage, and communicate timely with prospective fellows throughout the recruitment cycle.

- Manage the interview and selection processes, including scheduling interviews, preparing materials, conducting interviews, assessments, and reference checks to ensure candidates meet the fellowship requirements.
- Review selection rubrics periodically by integrating feedback from learning loops.
- Provide ongoing support and information to applicants, addressing questions and ensuring a positive experience throughout the recruitment process.

Data-Driven Decision Making & Reporting:

- Track and analyze recruitment metrics, including application numbers, conversion rates, and campaign effectiveness for every recruitment cycle, to assess and optimize strategies.
- Provide regular reports to senior leadership on marketing and recruitment progress, including insights and recommendations for improving the outreach and selection process.
- Use insights from data to continually refine marketing and recruitment tactics and the selection process to ensure maximum outreach and impact.

Partnership and Stakeholder Engagement:

- Collaborate with internal teams, including Fellowship Recruitment, Communications, and Alumni Relations, to ensure alignment and coordination in marketing and recruitment efforts.
- Build and maintain relationships with external partners, including universities, secondary schools, NGOs, and other networks, to promote fellowship recruitment opportunities.
- Represent Teach For Uganda at relevant events, and speaking engagements to further build the program's visibility and attract top candidates.

Qualifications & Experience:

- Bachelor's degree in Marketing, Business Administration, Education, or a related field.
- A minimum of **3-5 years of experience in marketing**, and recruitment, preferably in a nonprofit or corporate setting.
- Proven experience in digital marketing and content creation, including social media management, SEO, and email campaigns.
- Strong knowledge of **recruitment processes** and the ability to drive applicants through the pipeline from awareness to application.
- Familiarity with **university recruitment** and youth engagement strategies.
- Excellent communication skills (written and verbal), with the ability to create compelling messaging and storytelling.



- **Project management skills** with the ability to juggle multiple campaigns and deadlines effectively.
- Strong analytical and problem-solving skills to be able to analyze data and identify trends
- Experience with **marketing analytics tools** (Google Analytics, social media insights, etc.) to measure and optimize campaign performance.
- Ability to work in a fast-paced environment and adapt quickly to changes or challenges.

Personal Attributes:

- Passionate about educational equity and the mission of Teach For Uganda.
- Creative, innovative, and solution-oriented thinker.
- Self-motivated, proactive, and capable of taking ownership of tasks with minimal supervision.
- Strong interpersonal skills and the ability to engage with a diverse range of stakeholders, including potential fellows, educational institutions, and partners.
- Empathetic and supportive in working with applicants, providing them with a positive and encouraging experience.
- Adaptable and open to feedback, with a commitment to continuous improvement

What We Offer:

- Competitive salary and benefits package.
- Professional development and growth opportunities
- A collaborative, dynamic, and values-driven work environment.
- The chance to make a meaningful impact on the education system in Uganda.
- A supportive team that values children, learning, excellence, and collaboration
- The chance to be part of a global network of changemakers committed to educational equity.

How to Apply:

Interested candidates should submit the following documents to careers@teachforuganda.org with the subject line “Fellowship Marketing and Recruitment Coordinator Application”:

1. **Resume/CV** with detailed work experience.
2. **Cover letter** explaining your motivation to apply for this position and how your experience aligns with the job requirements.
3. **Portfolio** or examples of previous marketing campaigns (if available).



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Deadline for applications: 05th March, 2025

Teach For Uganda is an equal opportunity employer. We encourage applications from individuals of all backgrounds, particularly those who are passionate about educational equity.