

## **Digital Media Trainer**

### **Introduction**

Established in 2014, ISA is a professional school in East Africa offering training in Marketing and Brand Communications including Advertising, Integrated Media Planning and Digital Marketing.

ISA offers experiential based programs, making participants practically skilled to handle the requirements and challenges of their strategic and day to day tasks.

We are looking for an experienced trainer to train our students on certificate and Diploma programs.

### **Digital Media Trainer – Part time Job**

Reporting to Head of Academy.

### **Job description**

You will be responsible for preparing and implementing a full educational teaching program in Certificate and Diploma programs courses.

### **Responsibilities**

- Undertaking training in areas of specialization in accordance with the syllabus.
- Preparing scheme of work, Lesson plans, schedule of work.
- Setting and marking assignment.
- Carrying out research work.
- Design instructional content as guided.
- Teach certificate/Diploma students.
- Presenting lessons in a comprehensive manner using visual/audio means, demonstrations.
- Monitor and track progress of students by means of periodic assessments.
- Administrative work related to teaching.

### **Requirements:**

For appointment to this position, one must have: –

- A Bachelor degree.
- A Diploma in Professional Digital Marketing (CIM) will be an added advantage
- A strong passion for teaching.
- Experience: 5 years relevant experience.
- Ability to bond with students and build strong relationships with them.
- Excellent communication skills in English.
- Proficiency in computer application skills

**Areas of competence:**

- Digital Insights
- Understand the strategic implications of the changing digital environment on organisations
- Interpret relevant insights from the wider digital environment
  - Digital Optimisation
- Develop responses to changing stakeholder needs and behaviours
- Develop a conversion optimisation plan
  - Digital Analytics, Monitoring and Measurement
- Assess digital metrics and analytics
- Apply key digital measures to analyse optimisation

**Commencement:**

The successful candidates will be required to start working immediately. Kindly send your application to [enquiries@isafrica.education](mailto:enquiries@isafrica.education) on or before 3<sup>rd</sup> February 2021 clearly stating your expected salary and availability.

Only shortlisted candidates will be contacted.