

Join the Zambia Institute of Marketing (ZIM) as Our Dynamic IT & Digital Marketing Associate

Are you a tech-savvy professional with a passion for digital content creation and marketing? The **Zambia Institute of Marketing (ZIM)** is seeking a highly motivated and versatile **IT & Digital Marketing Associate** to be the backbone of our technology and the driving force behind our digital outreach and course promotion.

About the Role

This is a unique, hybrid role where you'll be the go-to expert for both our internal IT infrastructure and our external digital presence. You'll ensure our systems run flawlessly while engaging our audience and boosting enrollment in our vital digital marketing courses.

Key Responsibilities:

IT Support:

- **Manage and maintain** ZIM's essential **IT infrastructure** (hardware, software, networks).
- **Troubleshoot and resolve** all IT issues swiftly to maintain operational efficiency.
- Guarantee the **security** of our IT systems and data, keeping ZIM protected.

Digital Asset & Social Media Management:

- **Design and create** high-quality, engaging **graphics** and visual assets for all platforms.
- Develop and execute compelling **social media strategies** across ZIM's channels.
- Create and manage **engaging content**, monitoring analytics to continually refine and improve performance.
- Maintain an organized **digital asset library**.

Enrollment & Growth Champion (Digital Marketing Courses):

- Actively **promote ZIM's digital marketing courses** to prospective students.
- Provide **excellent customer service** by promptly attending to all queries and complaints.
- Prepare detailed **monthly and quarterly training reports** on enrollment and course performance.

Qualifications & Requirements:

- Full Grade 12 Certificate.
- Minimum of a Diploma or Degree in Information Technology (IT), Computer Science, Marketing, Communications, or a related field.
- Diploma in Digital Marketing will be an added advantage
- Proven experience in IT support, network management, and troubleshooting.
- Demonstrable proficiency in graphic design software (e.g., Adobe Creative Suite, Canva) and digital content creation.
- Solid understanding and experience in social media management and digital marketing strategies.

Key Skills & Attributes:

- Excellent customer service and interpersonal skills.
- Strong written and verbal communication abilities.
- Demonstrated ability to meet enrollment/sales targets.
- Proactive problem-solver with a strong attention to detail.
- Ability to work independently and manage multiple tasks simultaneously.

Are You the One?

We're looking for an organized, problem-solving individual who thrives in a fast-paced environment and possesses strong communication and multitasking skills. If you can fix a network glitch one minute and design a stunning course banner the next, we want to hear from you!

How to Apply

Submit your CV and a cover letter detailing your experience in both IT and digital marketing to education@zimmarketing.org.zm by **13th October 2025**.

Only shortlisted candidates will be contacted.