



ZCAS University invites applications from suitably qualified and experienced persons to fill the following position:

MANAGER – STRATEGY AND BUSINESS DEVELOPMENT (1 POSITION)

Job Purpose:

To coordinate and implement the University's strategy for business growth for the needed revenue diversification, institutional positioning, partnership growth, and the development of an entrepreneurial university.

Key Responsibilities:

The Manager – Strategy and Business Development will be responsible for, among other duties, to:

- i. Develop and implement institutional business development strategies aligned with the University Strategic Plan.
- ii. Lead the formulation and periodic review of institutional growth and diversification strategies.
- iii. Identify and develop additional revenue streams, including executive education, short courses, consultancy, research collaborations, grants, and sponsorships.
- iv. Prepare bankable, investment-ready proposals to leverage strategic opportunities and mobilise resources from donors, investors, and development partners.
- v. Conduct market research and competitor analysis to identify emerging education needs and inform programme development and positioning.
- vi. Manage MoUs and strengthen strategic partnerships with local and international stakeholders.

- vii. Enhance alumni engagement to support institutional development, support internships, and other educational partnerships.
- viii. Oversee branding, marketing, communications, public relations, and student recruitment campaigns to strengthen the University's corporate image.
- ix. Prepare business development and market intelligence reports and support senior leadership in strategic analysis and decision-making.
- x. Support the Vice Chancellor and Senior Leadership in strategic decision analysis, scenario modelling, and planning.

Qualifications and Experience

- i. Grade 12 School Certificate with at least five O Level credits or better including English and Mathematics or equivalent qualification.
- ii. A Master's Degree in Business Administration (MBA), Strategic Management, Marketing, Economics, or related field.
- iii. A Bachelor's Degree in Business Administration, Marketing, Economics, Finance, or related field.
- iv. At least 5 years of progressive experience in business strategy development and implementation, corporate relations, or marketing, with a minimum of 3 years at supervisory or management level.
- v. Demonstrated experience in developing business growth strategies, partnership coordination, and market analysis.
- vi. Experience in higher education will be an added advantage.
- vii. Strong knowledge of branding, digital marketing, and business analytics.
- viii. Membership to a relevant professional body.

Key Competencies and Attributes

- i. Innovative, entrepreneurial and commercially minded.
- ii. Strong commercial and analytical mindset.
- iii. Achiever and results oriented.
- iv. Proficiency in data analysis and market research tools.
- v. High levels of integrity and professionalism.
- vi. Ability to work collaboratively across departments.

Eligible candidates who meet the above criteria are invited to submit an application consisting of the following: a motivation letter outlining their suitability for the role, a detailed Curriculum Vitae with three traceable referees, and certified copies of academic and professional qualifications. All documents **must** be merged and submitted as a **single PDF file**, addressed to:

The Registrar

ZCAS University

Lusaka, Zambia

Applications should be submitted via email to: recruitment@zcasu.edu.zm

Note that the subject of the email must clearly state the position being applied for. No hard copy applications shall be accepted.

Closing Date: Friday 6th March 2026. Only short-listed candidates will be contacted.

ZCAS University is an Equal Opportunity Employer.