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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 to enable 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's 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, 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-making, scenario modelling, and institutional 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

The subject of the email must clearly state the position being applied for. No hard copy applications shall be accepted. Those who responded to the initial advertisement need not reapply.

Closing Date: Friday 24th April 2026. Only short-listed candidates will be contacted.
ZCAS University is an Equal Opportunity Employer.