

Job Title : Digital Marketing Tutor

Reporting To: TVET Principal

Purpose of the Position

To train learners in practical digital marketing competencies aligned to the approved KTVTC curriculum, preparing them for employment, freelancing, or entrepreneurship.

Required Skills and Competencies

- Degree or Diploma in Marketing, Digital Marketing, Communications, or related field
- Previous experience as a trainer or instructor in a TVET or competency-based learning environment is an added advantage.
- Proficient in practical digital marketing techniques, including social media marketing, content creation, search engine optimization (SEO), email marketing and basic online advertising.
- Ability to deliver hands-on training using digital tools, platforms and real-world marketing scenarios.
- Excellent facilitation, communication and interpersonal skills suitable for diverse learners.
- Ability to create an interactive, learner-centred and competency-based learning environment.
- Strong understanding of digital branding, online customer engagement, analytics basics and ethical digital practices.
- Good organizational, planning, and time-management abilities to manage training schedules, practical assignments and assessments effectively.