

THE RELATIONSHIP BETWEEN ADVERTISING TEACHING VACANCIES AND STUDENTS' ACADEMIC PERFORMANCE IN MPIGI TOWN COUNCIL PRIVATE SECONDARY SCHOOLS IN MPIGI DISTRICT, UGANDA. A CROSS-SECTIONAL SURVEY

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ABSTRACT

Background

The study aimed to determine the relationship between advertising teaching vacancies and students' academic performance in Mpigi Town Council private secondary schools in Mpigi District, Uganda.

Methodology

A cross-sectional survey was conducted in Mpigi Town Council private secondary schools in Mpigi district, Uganda in Central Uganda along Kampala Masaka road. A population of 130 respondents that is 70 students, 50 teachers, 5 head teachers, and five directors of selected private secondary schools

Results

From the study findings, 60 (85.8 %) of the student respondents agreed at different levels qualified teachers get to know teaching opportunities from the adverts but 8 (11.4 %) respondents disagreed at different levels and 2 (2.9%) did not know. From the study findings, 53 (75.8 %) of respondents agreed at different levels that advertising helps the schools attract talented teachers who will enable students to perform well but 14 (20% %) respondents disagreed at different levels and 2 (2.9%) did not know.

Conclusion

The study concluded that advertising vacant teaching positions, lead to good academic performance in private schools if the recruitment process is strictly followed. It can be concluded that recruitment has a significant impact on students' academic performance.

Recommendation

Effective teacher recruitment should align with the overall school culture and leadership style to create a cohesive educational community.

The private schools and their teachers' recruitment agencies should adopt some criteria during the recruitment of teachers in Uganda.

Keywords: Private secondary schools, Educational Community, Education, Teachers

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Background of the Study

Advertising is an industry used to call the attention of the public to something, typically a product or service (Bytes, 2022). It is the means of communication in which a product, brand, or service such as teaching is promoted to a viewership to attract interest, engagement, and sales. Advertising is a

marketing activity that can help you reach out to potential customers and encourage them to buy your products or services (Meador, 2017). An effective advertising campaign can help you increase customer reach and build customer awareness of your business and brand. Advertising is the action of calling public attention to an offering through paid announcements by an identified sponsor (Bytes,

2022). Advertising activities can also be categorized into 5 types based on the advertising medium used. These types of advertisements include Print Advertising: Newspaper, magazine, & brochure advertisements, etc., Broadcast Advertising: Television and radio advertisements, outdoor Advertising: Hoardings, banners, flags, wraps, etc., digital Advertising: Advertisements displayed over the internet and digital devices, Product/Brand Integration: Product placements in entertainment media like TV shows, YouTube videos.

School Job Search should be led by a practicing senior teacher who understands school recruitment needs: "For several years' school recruitment has been concerned about the high cost of national advertising. In discussions with headteachers, it is clear that they want reduced recruitment costs (with more certainty of budget) and faster turnarounds in placing advertisements (School Job Search, 2009). Search delivers these requirements. "School Job Search advertising online, enables one to reach a wide audience. The process of placing job adverts has been automated as far as possible with advertisers in control of their copy. This means we can offer very competitive pricing.

Schools and colleges can choose to take out an annual subscription to the website and post advertisements for as many teaching and support staff as needed for a full year. This gives cost certainty and helps schools take control of their annual advertising budget. Job seekers: teachers, teaching assistants, and all other support staff: you need powerful searches that find all suitable education vacancies using straightforward search fields. It is much easier to compare jobs when they are all presented in the same format. Jobs appear only in the order they are posted on the site so it's simple to find the latest vacancies each time you visit. Job Search Limited (2009). Registered in England and Wales (no. 06750929). For the recruitment process to be effective, the manager has to critically analyze the job he intends to advertise and its associated requirements, that is to say, he has to do job analysis, job description, and job specification (Ispas, 2012). Job analysis is a process of systematic inquiry that is aimed at identifying and documenting the essential job nature (Ispas, 2012). Job analysis is necessary in personal selection job design, training, and compensation.

A job description is a formal document that usually has a formal social setting regardless of whether it is a small or big organization. A Job description is the key element of a written description of a specified job that is expected to be accomplished how it ought to be done and the reason for the work processes needed. Considering that the job description is one of the many formal A job description is a formal document that usually has a formal social setting regardless of whether it is a small or big organization. A Job description is the key element of a written description of a

specified job that is expected to be accomplished how it ought to be done and the reason for the work processes needed (Pontika, 2019) Considering that the job description is one of the many formal documents owned by the organization.

For a good job description to be developed, the Human resources manager or recruitment officer has to consider the basic details such as title, grade, location, reporting lines i.e. other jobs the worker is responsible for, major duties of the worker, contacts, expected outputs, conditions of work, expertise to necessary for the job.

Relevance of Job Description to an Organization It is due to the above that job description should be made part of the organizational overall compliance plan and the Human resource professionals should incorporate it in the labor laws as soon as possible.

It is common knowledge that Job descriptions are used to facilitate the recruitment of new workers, set new expectations for existing workers, assist in establishing salary structures for the different job categories align the organization's objectives and activities with individual employee's interests & expectations (Ramhit, 2019) More to that Job descriptions not only help the organization attract the best talent but they also protect those very organizations, the employees and any future candidates for the job. They also help manage job expectations, helping managers hold current and future employees of the company accountable for the jobs they are recruited to perform. On the other hand, they hold managers accountable for the requirements of the job. It is due to the above that job description should be made part of the organizational overall compliance plan and the Human resource professionals should incorporate it in the labor laws as soon as possible.

Relationship between job description and job advertisement. Whereas job descriptions and job advertisements seem to be related in as far as giving information about the nature of a job that requires a new talent to take it up. The two are different (Julie Calli, 2023) Job descriptions are internal documents that briefly show the job requirements, duties, responsibilities, educational qualifications, and any other competencies that are required in your field or the organization. This job description is given to newly hired employees for signing before commencing with work talent acquisition professionals always use these job descriptions to guide them when preparing advertisements.

The study aimed to determine the relationship between advertising teaching vacancies and students' academic performance in Mpigi Town Council private secondary schools in Mpigi District, Uganda.

Research Methodology

Page | 3 Research Area

The study was conducted in Mpigi Town Council private secondary schools in Mpigi district, Uganda in Central Uganda along Kampala Masaka road.

Research Design

The study was guided by a cross-sectional survey design. A survey design is selected based on economy, rapid data collection, and the ability to understand a population from a part of it (Satie, 2016). A survey is always used to assess the thoughts, opinions, and feelings of people on particular phenomena Guthrie (2012). A cross-sectional survey is a research tool used to capture information based on data gathered from many different respondents for a specific point in time (Lauren Thomas, 2020). The data gathered is from a pool of participants with varied characteristics and demographics known as variables (Lauren Thomas, 2020). The advantages of cross-sectional study include the ability to prove and/or disapprove assumptions, it is not costly to perform and does not require a lot of time, and the ability to collect a large amount of data from a large population in a short time. (Xiaoteng Wang, et al 2020). The main weakness cross-sectional survey is that it cannot be used to analyze behavior over some time (Lauren, 2020).

Study Population

The study targeted a population of 130 respondents that is 70 students, 50 teachers, 5 head teachers, and five directors of selected private secondary schools. The reason for the inclusion of all these respondents is because they have valuable information about the subject.

Sample and Sampling

Sampling Size

A sample is the specific group that data was collected from. The size of the sample is always less than the total size of the population. In this case, the sample size was derived from the total population of the selected private schools.

The sampling size comprised of representation from 352 people. Therefore, to achieve a representative sample the researcher used the formula suggested by Israel (2002) to determine the sample size.

$$n = \frac{N}{1+N(e)^2}$$

$$1+N(e)^2$$

Where;

N = total population

n = Total sample size

e = Desired margin error (0.005)

I = constant

Therefore, $n = \frac{352}{1+352(0.005)^2}$

$$1+352(0.005)^2$$

This means that the study used a sample of 130 respondents

Sampling Techniques

The study employed random sampling and purposive sampling methods to select the sample of the population. The random sampling technique helps to determine the size of each school to be included in the sample (Surendranath & Mandal, 2010). This ensures equitable representation of each school in the sample (Springfield, 2010), and improves population validity (Oso, 2013). A stratified sampling divides a population into homogeneous sub-groups and then attempts to represent the subgroup in the sample in proportions equivalent to their sizes in the population (Majid (2018). Using stratified sampling, the school size was determined as (school population)/ (total population) x sample size.

Data Collection Methods

During the data collection, the researcher used a self-administered questionnaire. The questionnaire allowed one to gather data from people within a short time and enabled the researcher to provide information faster. It conceals the identity as well as it allows one to keep the information for future reference.

Qualitatively the researcher also used an interview guide which was administered to 5 directors and 5 head teachers of different schools because it allows respondents to air out their views.

Use of questionnaires

The method of data collection that was used in this study was a questionnaire. This method was suitable for this study since it enabled the researcher to gather both quantitative data. In addition, the researcher chose this instrument because it is

time and cost-effective thus providing a sense of physical evidence as well as privacy to the respondents. The study also used a self-administered questionnaire, which consisted of a set of well-formulated questions to investigate and obtain responses from respondents confidentially. Self-administered questionnaires were used to gather quantitative data from the respondents.

Construction of questionnaire

The questionnaire was constructed based on the variables of the study and objectives. The questionnaire had two sections that were section A which had the respondents' profile, and objectives of the study. Section B was based on a Likert Scale whereby they were based on: 5-Strongly Agree, 4- Agree, 3- Disagree, 2- Strongly Disagree, 1- I don't know

In this way a sample survey was used to collect data from the selected sample population of the study, a sample survey was a method of scoring information concerning the phenomena under the study from a selected number of respondents or the concerned population in the sample, the researcher investigated a population by selecting a sample purposively and randomly to analyze and discover the occurrence.

Checklists were also used to collect primary data from organizations' records or archives. For example records from the district education department

Research Procedures

The researcher sought permission from the School of Postgraduate and Research Directorate of Kampala University. Since instruments were validated, the researcher proceeded to collect data from 130 respondents who included school directors, head teachers, teachers, and students in the selected private secondary schools in Mpigi Town Council, using questionnaires. Drop-and-correct method of administering questionnaires was used. The data was sorted and analyzed using regression techniques and reported in tables and figures.

Quality Control

Piloting

The instruments were piloted in the neighboring Wakiso District Private Secondary Schools having similar characteristics. During piloting, the researcher attained validity and reliability coefficients of at least 0.70, which is the lowest acceptable validity and reliability index in educational research (Oso, 2013). Piloting enabled the researcher to detect flaws in the measurement procedures including instructions and time limits, and to

identify and correct unclear or ambiguous items in the questionnaire (Calitz, 2009).

Validity and Reliability of the Instruments

Validity

The instrument consisted of two sections A and B with an average correlational value of 0.818 which was considered high enough for the instrument to be reliable.

The validity of the instrument was determined by the relationship of the data obtained to the nature of the variables in the study. A pre-test was carried out to eliminate common misunderstandings of some terms and questions. As to the data that was extracted as a result of interviewing it was thoroughly analyzed manually and electronically using Statistical Package for Social Sciences (SPSS).

The validity involved the research specialist like the supervisor to check the consistency, clarity and clear relationship of items in an instrument with variables and the research objects, to ascertain, the content validity index (C.V.I) which was computed using the formula below;

C.V.I=Number of items relevant divided by the Total number of items in questionnaire

$$\frac{18}{22} = 0.818$$

Reliability

Reliability means the degree of consistency and precision that the measuring instrument demonstrates. To achieve this, Pearson Product Moment Correlation Coefficient was used to answer the research question and to ascertain it, in which, Cronbach's Alpha of 0.70 and above was considered to be reliable. A pre-test was carried out to establish whether the instruments used were reliable to answer the objectives. This helped to test whether the instruments fetched the right information from the field and were understood by respondents, the pre-test was administered to 10 respondents (2 head teachers, 2 directors, 3 students, and 3 teachers).

Data Analysis

After the collection of the data, it was processed in line with the outline for time management. The processes included the following;

Editing:

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This is the process of examining the raw collected data in surveys to detect errors and omissions and to correct them when necessary and possible. This helped the researcher to check for completeness of the questionnaire in answering questions.

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Coding

This is the step that came after the researcher had finished classifying the raw data into usable and purposeful categories. Coding refers to the transformation of data categories into the symbols that were tabulated and counted using SPSS. Specific statistical software was used in the analysis. The process was done by assigning numerals or symbols to answers to put responses into a limited number of categories or classes. For efficient analysis, it was necessary to reduce the several replies to a small number of classes containing critical information analyzed.

Tabulation

This is the method of putting data in a logical order after having assembled the data; In short, this is a way of summarizing the raw data and displaying it in a compact form; that is showing data in a language of statistical tables for further analysis. In tabulation, data was arranged orderly in columns and rows. Quantitative data was analyzed using a Statistical Package for Social Science and qualitative data was analyzed using thematic analysis.

Ethical Considerations

After the approval of the proposal by the research directorate of Kampala University, the researcher got an introductory letter from the graduate school to proceed to the field for data collection. The researcher contacted several respondents in

the study population who included among others the local government officials at Mpigi Town Council, Mpigi District, school administrators particularly head teachers/deputy head teachers of the selected private secondary schools, school proprietors (directors), students and teachers in the sample size and sought permission from them to collect the required data. The research further assured them that their responses would not be exposed to anyone except for academic purposes. He also assured them their responses would be accorded the respect they deserved. The respondents were given the freedom to respond to only those items they felt like answering and ignore those items they did not want to respond to.

Presentation, Analysis, Discussion And Interpretation Of Findings

Background information of the respondents

The background information of respondents includes variables such as gender, age, education level and marital status were of significance as presented here subsequently.

Age

Table 1 shows the age of the respondents that is 8 (11.4%) were aged 13-15 years, 28(40%) were aged 16-18 and 34(48.6%) were aged 19-20. The variation in age is because students have different ages and most of the students in secondary school range from 13 years to 20 years.

Table 2 shows the differences in age of teachers where 21(42%) were in age range of 25-29 years, 15(30%) were in age range of 30-39, 11 (22.2%) were in age bracket of 40-49 and 3 (6%) were in age bracket of 50-59 years. This implies that all the teachers are mature enough to provide information about Teacher Recruitment Process and Students Academic Performance.

Table 1: Age of students

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13-15	8	11.4	11.4	11.4
	16-18	28	40.0	40.0	51.4
	19-20	34	48.6	48.6	100.0
	Total	70	100.0	100.0	

Table 2: Age of teachers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-29	21	42.0	42.0	42.0
	30-39	15	30.0	30.0	72.0
	40-49	11	22.0	22.0	94.0
	50-59	3	6.0	6.0	100.0
Total		50	100.0	100.0	

Table 3: Gender of the students

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	29	41.4	41.4	41.4
	Female	41	58.6	58.6	100.0
Total		70	100.0	100.0	

Gender of the respondents

Table 3 show the gender of students where 29(41.4%) of the respondents are male and 41(58.6%) of the respondents are female students. The increase in the number of girls' enrolment in secondary school is partly due to government policies that favor girl child education like universal

secondary education and parents no longer have bias about educating the girl child

Table 4 shows the gender of teachers. It can be realized that 28 (56%) are males and 22 (44%) teachers are females. The male teachers are many due to bias in recruitment where women have been discriminated at recruitment into jobs and this explains why there are fewer female teachers in the selected schools than male teachers.

Table 4: Gender of teachers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	28	56.0	56.0	56.0
	Female	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

Table 5: Education Level of students

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	O level	26	37.1	37.1	37.1
	A Level	44	62.9	62.9	100.0
	Total	70	100.0	100.0	

Level of education of the respondents

Table 5 shows it was found out that 26 (37.1%) of the respondents were O level students and 44 (62.9%) of the students were A level students. The majority of the respondents were A level students which means that their views dominated the study.

Table 6 shows the different education levels of the teachers. It was found out that 21(42%) of the teachers had Master’s degree, 24(48%) had a degree and 5(10%) had a Diploma. This implies that the teachers of the selected schools were educated and thus able to easily understand, analyze and give relevant information for the study and this implies that the schools employs educated people who can easily influence the better performance of the students.

Table 6: Education Level of teachers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Masters degree	21	42.0	42.0	42.0
	Degree	24	48.0	48.0	90.0
	Diploma	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Table 7: Marital Status of teachers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	34	68.0	68.0	68.0
	Single	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

Marital Status of the respondents

Table 7 shows the marital status of teachers. It was found out that 34(68%) of the teachers are married while 16(32%) of the teachers are still single. Most of the teachers are married

because most of the people who are much educated get married within the range of teachers’ age that is 25-60 years.

The relationship between advertising vacant teaching positions and students' academic performance in Private Secondary School in Mpigi Town Council

Objective one of the study was to establish the relationship between advertising vacant teaching positions and students' academic performance in Private Secondary School in Mpigi Town Council. The study looked at relationship between advertising vacant teaching positions and students' academic performance as a variable under study. The findings are presented in the tables below:

Table 8 shows the findings on how advertising enables the school to reach wider audience which helps recruit experienced teachers. From the study findings, 67 (95.8 %) the students agreed at different levels that advertising enables the school to reach wider audience which helps recruit experienced teachers but 3 (4.2 %) students disagreed at different levels. From the above this clearly shows how advertisement enables the school to reach wider audience which helps recruit experienced teachers who contribute to good academic outcomes among the learners

Table 8: How advertising enables the school to reach wider audience which helps recruit experienced teachers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I don't know	1	1.4	1.4	1.4
	Strongly disagree	1	1.4	1.4	2.9
	Disagree	1	1.4	1.4	4.3
	Agree	23	32.9	32.9	37.1
	Strongly Agree	44	62.9	62.9	100.0
	Total	70	100.0	100.0	

Source: Primary Data

Key: 5-Strongly, 4- Agree, 3- Disagree, 2- Strongly Disagree, 1- I don't know

Table 9: How qualified teachers get to know teaching opportunities from the adverts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I don't know	2	2.9	2.9	2.9
	Strongly disagree	3	4.3	4.3	7.1
	Disagree	5	7.1	7.1	14.3
	Agree	30	42.9	42.9	57.1
	Strongly Agree	30	42.9	42.9	100.0
	Total	70	100.0	100.0	

Source: Primary Data

Key: 5-Strongly, 4- Agree, 3- Disagree, 2- Strongly Disagree, 1- I don't know

Table 9 shows the findings on how qualified teachers get to know teaching opportunities from the adverts `From the study findings, 60 (85.8 %) of the student respondents agreed at different levels qualified teachers get to know teaching opportunities from the adverts but 8 (11.4 %) respondents disagreed at different level and 2 (2.9%) did not know. From

the above this clearly shows how qualified teachers get to know teaching opportunities from the adverts and they apply for the same. After being recruited into the school system these will enable the students perform well as they are well qualified.

Table 10: How advertising helps the schools attract talented teachers who will enable students' perform well.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	1.4	1.4	1.4
	I don't know	2	2.9	2.9	4.3
	Strongly disagree	3	4.3	4.3	8.6
	Disagree	11	15.7	15.7	24.3
	Agree	23	32.9	32.9	57.1
	Strongly Agree	30	42.9	42.9	100.0
	Total		70	100.0	100.0

Table 10 shows the findings on how advertising helps schools attract talented teachers who will enable students to perform well. From the study findings, 53 (75.8 %) of respondents agreed at different levels that advertising helps the schools attract talented teachers who will enable students to perform well but 14 (20% %) respondents disagreed at different levels and 2 (2.9%) did not know. From the above, this clearly shows how advertising helps schools to attract talented teachers that will influence better academic outcomes of the school.

Summary, Conclusion, and Recommendations

Summary

Regarding the relationship between advertising vacant teaching positions and students' academic performance, it was found that advertising enables the school to reach a wider audience which helps recruit experienced teachers 67 (95.8 %), qualified teachers get to know teaching opportunities from the adverts 60 (85.8 %) and advertising helps the schools attract talented teachers who will enable students' perform well 53 (75.8 %) contributed to students good academic performance.

Conclusions

The researcher concluded that advertising vacant teaching positions, shortlisting candidates, and interviewing of teachers all lead to good academic performance in private schools if the recruitment process is strictly followed. It can be concluded that recruitment has a significant impact on students' academic performance.

Recommendations

Effective teacher recruitment should align with the overall school culture and leadership style to create a cohesive educational community.

The private schools and their teachers' recruitment agencies should adopt some criteria during the recruitment of teachers in Uganda.

Teachers' areas of specialization should be one of the criteria for recruiting teachers in the state.

The Ministry of Education should also set up a quality assurance mechanism to monitor teachers recruited and posted to private secondary schools as they engage in teaching and learning in their schools of primary assignment.

The Ministry of Education and Sports should formulate a policy on recruitment of teachers in Private Schools to ensure effective teaching and learning.

Schools should develop effective teaching strategies that are through differentiated Instruction and Tailor teaching methods to accommodate diverse learning styles and abilities.

Area for further research

Although the study findings show that there's a strong relationship between the recruitment process (advertising vacant teaching positions, shortlisting candidates, and interviewing them) with students' academic performance, there's still room for future researchers to carry out investigations on other variables that directly or indirectly impact on academic performance of students such as job satisfaction and motivation of the teaching staff.

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List of Abbreviations

UNEB:	Uganda National Examinations Board
HR:	Human Resource
NTP:	National Teacher Policy
Ad /Advert:	Advertisement

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There was no source of funding

Conflict of interest

There was no conflict of interest

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