


HR191	<b>POSITION DESCRIPTION</b>	 <b>UNIVERSITY OF CAPE TOWN</b> IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD
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**NOTES**

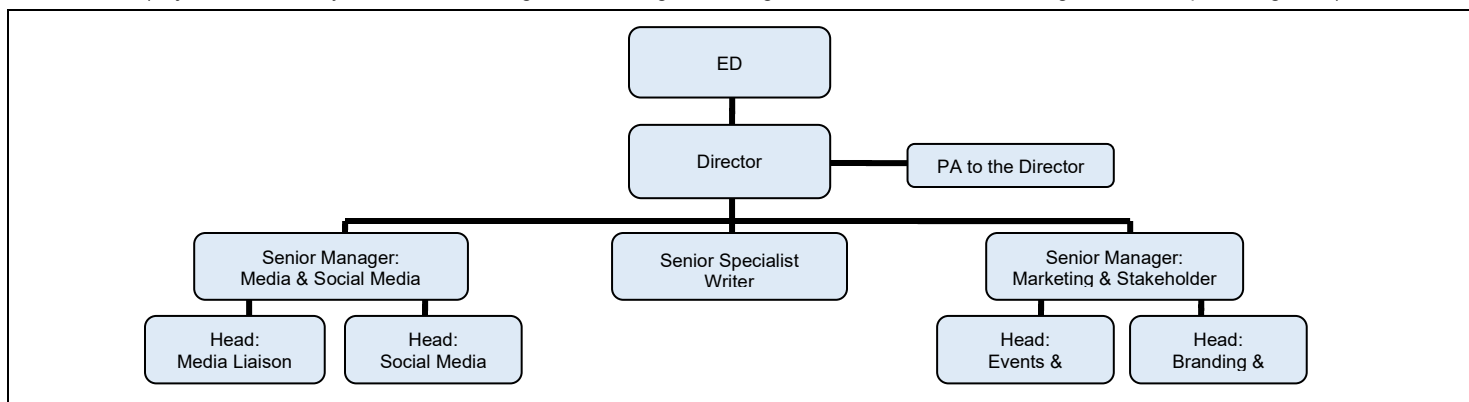
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

**POSITION DETAILS**

Position title	Director		
Job title (HR Business Partner to provide)	Director: <i>Name of Dept/Unit</i>		
Position grade (if known)	PC13PG5	Date last graded (if known)	TBC
Academic faculty / PASS department	PASS		
Academic department / PASS unit	Communication and Marketing Department		
Division / section			
Date of compilation	June 2016		

**ORGANOGRAM**

(Adjust as necessary. Include line manager, line manager's manager, all subordinates and colleagues. Include position grades)



**PURPOSE**

The main purpose of this position is:

To develop, implement and monitor a strategic communication and marketing plan for UCT according to its overall strategic goals. The incumbent implements this plan through the internal management of the CMD team in close liaison with the Executive Director: CMD. Through this close liaison the incumbent ensures direct alignment of the work of the department with the work of the ED: CMD who works closely with the Senior Leadership Group and the university's executive.

The incumbent ensures that all UCT offerings on all the communication platforms (online, media, print, video, promotional and advertising material, events, and stakeholder engagements) are of an excellent quality that demonstrably contributes to the positioning of UCT locally, nationally and internationally.

The chief objectives are to create and implement a strategy that ensures top quality delivery of UCT's:

- Media relations and crisis communication
- Online presence and broadcast initiatives (UCT web presence, social media platforms, video and podcast production, live streaming)
- Key publications (print and online)
- Key marketing initiatives (brand management, advertising, promotional material and particularly online marketing)
- Events and public relations (VC and university-wide engagements and events)
- External and stakeholder engagement (strategic visitor engagement and programmes)

The incumbent works closely with:

- The executive Director: Communication and Marketing (direct report)
- Faculty representatives for Communication and Marketing based within faculties and departments, and where required on behalf of the ED with members of the Senior Leadership Group of the University
- External service providers
- Communication and Marketing personnel in other departments and faculties

The incumbent:

- Oversees the work of all units within CMD (refer to organogram)
- Deputizes for the ED: CMD when required by the ED
- Acts as spokesperson for the institution

**CONTENT**

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
E.g.	<u>General and office administration</u>	25%	<p>Takes, types up and distributes minutes and agendas for monthly departmental meeting.</p> <p>Greets visitors, enquires as to the nature of their visit and directs them to the appropriate staff member.</p>	<p>All staff members receive an electronic copy of accurate minutes and agendas, in the departmental template/format, a week before the meeting.</p> <p>Visitors are directed to appropriate staff member in a professional and efficient manner.</p>
1	<p><b><u>Strategic leadership function:</u></b></p> <ul style="list-style-type: none"> <li>▪ Responsibility</li> <li>▪ Strategy development</li> <li>▪ Policy &amp; guidelines</li> <li>▪ Consulting</li> <li>▪ VCO</li> <li>▪ Monitoring</li> <li>▪ Committees</li> <li>▪ Liaison - wider UCT</li> </ul>	30%	<ul style="list-style-type: none"> <li>- The incumbent takes responsibility for all the marketing and communication for UCT</li> <li>- The incumbent is responsible to implement the strategy for all deliverables related to marketing and communication initiatives to promote UCT</li> <li>- The incumbent is responsible for developing policy and guidelines that steer the institution in relation to marketing and communication initiatives on all the platforms</li> <li>- With the ED, the incumbent is a key 'consultant' and resource to the Senior Leadership Group, and to university staff and students in relation to best practice marketing and communication</li> <li>- With the ED:CMD the incumbent advises the Vice Chancellor and the deputy vice chancellors about the base positioning of the office in relation to marketing and communication</li> <li>- The incumbent is responsible for the delivery of a strategy that sets targets for UCT "outreach" All communication platforms and is able to monitor and achieve progress against these targets</li> <li>- Committee responsibilities: the incumbent serves on various university committees as is required</li> <li>- Liaison function: the incumbent is a key liaison/consultant to SLG members, faculty, PASS staff and students related to the area of work</li> </ul>	<p>A comprehensive and multi-layered strategy (policy &amp; guidelines) for marketing and communication at UCT.</p> <p>On implementation, the work of the incumbent leads to the appropriate positioning of UCT on all platforms.</p> <p>On implementation, an output of excellent quality is achieved.</p> <p>A UCT-wide understanding and support for the strategic plan.</p> <p>Excellent consulting across campus – support for SLG members' initiatives – consensus about UCT's goals</p>

2	<p><b><u>Leadership and management function:</u></b></p> <p>Leadership</p> <p>Transformation &amp; EE deliverables</p> <p>Acting duties</p> <p>Budget management</p> <p>Human Resources Management</p> <p>Administrative duties</p> <p>Managing external service providers</p>	25%	<ul style="list-style-type: none"> <li>- As Director in CMD and as a senior member of the University PASS staff, the incumbent plays an active role in setting an example of professionalism, actively participating in the universities business and is able to lead by example in influencing and creating a positive, professional climate within the department and wider UCT</li> <li>- The incumbent is responsible for setting and achieving a transformation plan for CMD and Employment Equity targets and ensures progress in this regard</li> <li>- The incumbent acts for the executive director when required</li> <li>- The incumbent manages CMD's annual budget and ensures compliance with central finance guidelines</li> <li>- The incumbent manages the staff of CMD. The incumbent ensures a professional role out of the Development Dialogue system and deals with all HR matters, including if need be disciplinary issues and improvement plans in a highly professional manner</li> <li>- The incumbent ensures all administrative processes and duties are performed diligently</li> <li>- The incumbent manages all contracts with external service providers in order to ensure that they deliver work of the highest quality and at the most cost-effective price under the guidance of the incumbent</li> </ul>	<p>The department is efficiently run according to the university's overall goals, meet its goals, and complies with university policies and procedures.</p> <p>The department climate is healthy. There is a diversity of staff whose views are mutually respected, while maintaining a focus on operational outputs.</p> <p>The department delivers excellent operational communication outputs.</p> <p>The department's financial and administrative processes are efficient and administratively compliant.</p> <p>The department serves the wider UCT community according to the institutional strategic objectives.</p> <p>There is business continuity, and the ED is well supported.</p> <p>Work is cost effectively done, and of an outstanding creative quality.</p>
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3	<p><b><u>Strategic oversight of operational outputs to be delivered</u></b></p> <p>Strategic oversight</p> <p>Capacitation of managerial team</p> <p>Management of crisis communication</p>	25%	<ul style="list-style-type: none"> <li>- Strategy development</li> <li>- Implementation of strategic plan</li> <li>- Monitoring and evaluation of work outputs and analysis</li> <li>- Measuring or value added</li> <li>- Ad hoc projects</li>   <li>- Delivery of CMD's strategic plan aligned to UCT's strategic plan</li> <li>- leadership and management of unit</li> <li>- The incumbent oversees the delivery of a range of communication materials on a range of communication platforms for UCT, according to UCT's strategic plan which covers: <ul style="list-style-type: none"> <li>o Media relations and crisis communication</li> <li>o Online presence and broadcast initiatives (UCT web presence, social media platforms, video and podcast production, live streaming)</li> <li>o Key publications (print and online)</li> <li>o Key marketing initiatives (brand management, advertising, promotional material, and particularly online marketing)</li> <li>o events and public relations (VC and university engagements and events)</li> <li>o External and stakeholder engagement (strategic visitor engagement and programs)</li> </ul> </li> </ul>	<p>Annual delivery of the highest quality against a set multilayered strategy and deliverables</p> <p>Excellent UCT web and online presence</p> <p>Excellent quality publications delivered timeously</p> <p>A multilayered, appropriate high quality communication output delivered across various platforms to reach particular markets</p> <p>a range of appropriate, high-quality materials</p> <p>UCT brand manual and guidelines</p> <p>Excellent oversight of online presence</p>
4	<p><b><u>Engagement and reporting function:</u></b></p> <p>Line briefings</p> <p>General briefing</p> <p>Advisory meeting briefings</p> <p>Chair</p> <p>Spokesperson</p>	20%	<ul style="list-style-type: none"> <li>- The Executive Director has accountability for the overall operations of CMD and the Deputy Director has the responsibility to implement the strategic direction within CMD</li> <li>- The incumbent reports to the Executive Director directly on all matters related to this area of work</li> <li>- The incumbent on occasion reports to the Vice Chancellor or the Executive directly on key matters</li> <li>- Report/ present/ briefs various university meetings and briefs the Executive Director who has the responsibility to brief various senior meetings (e.g. Opsmag/ VCMag, PASS Forum, Deans) as required</li> <li>- Guides and briefs various bodies as to the work of CMD e.g.DCAM, DCAM working groups and may Chair some of these</li> <li>- Chairs meetings and committees when necessary</li> <li>- Access university spokesperson when required</li> </ul>	<p>Good communication between the department, the SLG and the university community</p> <p>Work is delivered efficiently and the work is well communicated to the executive</p> <p>The department has good working relationships within the university community and is well represented internally and externally</p> <p>the university is represented well to external stakeholders</p>

### MINIMUM REQUIREMENTS

Minimum qualifications	Postgraduate university degree (Honours) or equivalent (NQF9)			
Minimum experience (type and years)	<ul style="list-style-type: none"> <li>- At least 10years experience in the area of work, with particular emphasis on skills across the communication, marketing, and media sphere, with a special focus on integrating communication.</li> <li>- Preference within the relevant academic administration environment.</li> <li>- An established track record of managing communication issues at a strategic level.</li> <li>- Established senior management experience of at least three years.</li> </ul>			
Skills	<ul style="list-style-type: none"> <li>- High level of written and verbal communication skills coupled with sound interpersonal skills essential to this role; as writing of reports and other documents is a key aspect of this position.</li> <li>- Key analytical thinking &amp; problem-solving skills pertinent to operating at strategic levels</li> <li>- Coaching ability to effectively enable professional development of others</li> <li>- Succinct decision-making and judgment capabilities with the required resilience &amp; tenacity</li> <li>- Creativity &amp; innovation in driving and promoting C&amp;M strategies via various communication mediums</li> <li>- A flexible/adaptable temperament to be able to effectively function with multiple stakeholders throughout the University</li> <li>- High level of computer literacy skills at an intermediate to advanced level (MS word, Excel, PowerPoint, outlook etc)</li> </ul>			
Knowledge	Advantageous: <ul style="list-style-type: none"> <li>- Current communication and marketing conventions, and practices</li> <li>- Current South African media landscape, specifically in higher education</li> <li>- South African Press practices (e.g. republication of content, use of images and photographs [including those relating to minors], permissions for reuse of external content etc.)</li> <li>- Publishing conventions [online, both local and international]</li> <li>- The South African Constitution, including [but not limited to] legal limitations to the freedom of artistic creativity, and freedom of the press and media in as far as respecting people's privacy, dignity and reputation</li> <li>- Policy and procedures related to university administration</li> </ul>			
Professional registration or license requirements	Professional registration to relevant communication, marketing, and media communities			
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Ability to handle cash or finances'.)	Honesty and integrity imperative with regards to managing the department's finances			
Competencies (Refer to <a href="#">UCT Competency Framework</a> )	Competence	Level	Competence	Level
	Analytical thinking and problem solving	4	Resilience / Tenacity	4
	Building interpersonal relationships	4	university awareness	4
	Resource management	4	Strategic leadership	4
	Coaching / Developing others	4	Creativity and innovation	4
	Decision making / Judgment	4	Communication (written & verbal)	4

### SCOPE OF RESPONSIBILITY

Functions responsible for	<ul style="list-style-type: none"> <li>- Staff management to ensure ethics and high standards of accuracy and professionalism are maintained at all times;</li> <li>- Drive key projects and publications [brainstorming, commissioning, editing, writing and shaping web and publications content, as well as art directing print and digital publications from a content point of view]; Oversee the overall running of the department, in conjunction &amp; especially in the absence of the ED</li> <li>- Work closely with the Management teams in mentoring staff;</li> <li>- Oversight of editing and proof reading content [web content and online and print publications, annual reports, digital newsletters, fact sheets, brochures and other print and digital materials designed to promote UCT and its activities] to ensure accuracy and check for legalities in terms of permissions and other sensitive material that could compromise the image of UCT and its stakeholders;</li> <li>- Liaising with other executives &amp; managers within CMD and the wider UCT community.</li> </ul>
Amount and kind of supervision received	Capable of working independently; consulting with various Executive Directors and Management teams on strategic direction and delivery
Amount and kind of supervision exercised	Oversight of operational planning; Funded-projects managed by staff; Coordination of teamwork etc.

Decisions which can be made	High degree of decision making necessary, relating to own job, including allocations of work; controlling work flows; monitoring tracking systems; exercising judgement regarding publishable content and story leads, provided that these decisions do not have negative consequences for CMD or UCT itself in terms of reputation, public perception and strategic importance, and are not in contravention of any of South Africa's law; Conceptualization of support services; data management, data protection; Policy implementation plans etc.
Decisions which must be referred	Approval of policies and guidelines; Procurement of new software platforms And any decisions that may have negative consequences for CMD or UCT itself in terms of reputation, public perception and strategic importance.

#### **CONTACTS AND RELATIONSHIPS**

Internal to UCT	Executive Directors, Directors and Management teams Research Office; Properties and Services; Development and Alumni Department; Centre for Higher Education Development; Faculties of Commerce, Engineering & the Built Environment, Health Sciences, Humanities, Law, Science; Graduate School of Business [specifically Communications Managers]; Office of the Vice-Chancellor; Offices of the Deputy Vice-Chancellors; Office of the Chief Operating Officer; Information and Communication Technology Services; Careers Service; Disability Service; Human Resources; Finance; Department of Student Affairs; UCT Libraries; Registrar's Office; Students' Representative Council, ICTS, etc.
External to UCT	Broader communication and marketing community; various related committees; Events and Media management companies etc. Freelance writers, designers, photographers, videographers, public relations companies, newspapers, media houses, online publications