



**NOTES**

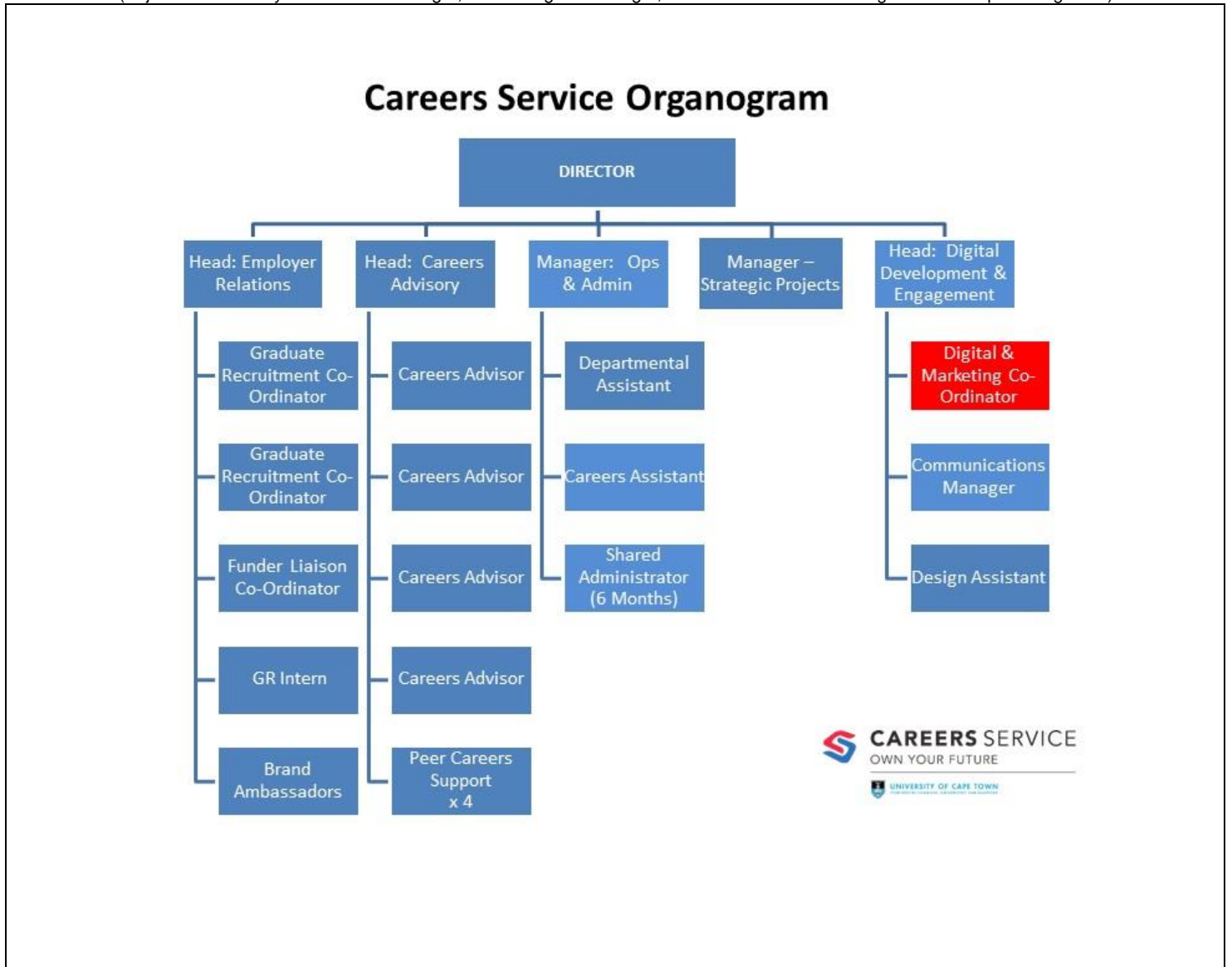
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

**POSITION DETAILS**

Position title	<b>Digital &amp; Marketing Coordinator</b>		
Job title (HR Practitioner to provide)			
Position grade (if known)	PC09	Date last graded (if known)	
Academic faculty / PASS department	CHED, UCT Careers Service		
Academic department / PASS unit	Digital Development and Engagement		
Division / section			
Date of compilation	November 2017		

**ORGANOGRAM**

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



## PURPOSE

The purpose of the role is to promote the service and programme offerings on the UCT Careers Service various websites, apps and media channels, through the conceptualising and implementation of the digital marketing strategies for the various projects, programmes and events. To protect the UCT Careers Service online presence on appropriate digital platforms. Monitor and comply with the UCT social media policy.

**CONTENT**

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
E.g.	General and office administration	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	Online Content Management		<ol style="list-style-type: none"> <li>1. Development of unique content from briefings from Units within the UCT Careers Service and multiple stakeholder groups</li> <li>2. Development of content from existing content</li> <li>3. Following the events schedule for the year and developing pre-prepared collateral and messaging for review and sign off with relevant unit stakeholders (web, newsletters, articles)</li> <li>4. Working with design assistant / agencies / freelancers to develop compelling outputs for channels.</li> <li>5. Implement updates as required.</li> <li>6. Tracking and reporting on communications</li> <li>7. Ensure consistent brand execution across all platforms</li> <li>8. Manage the quality of hard copy and digital brand collateral</li> <li>9. Manage all aspects of web content updates</li> </ol>	<p>Online content is produced regularly to support the core functions of the CS.</p> <p>Media content is produced in line with the CS communication strategy</p> <p>The CS brand is monitored, protected and promoted on-line and off-line</p>

2	Social Media Curatorship		<ol style="list-style-type: none"> <li>1. Grow the base of Social Media engagement</li> <li>2. Working with 2017-2018 strategic goals and strategies</li> <li>3. Write and post messaging to engage and ensure maximum participation at all CS events</li> <li>4. Tracking and reporting on communications</li> <li>5. Ensure consistent brand execution across all platforms</li> <li>6. Manage the quality of both hard copy and digital brand collateral</li> </ol>	<p>Publications would be produced regularly to support the core functions of the Careers Service</p> <p>Media content is produced timeously in line with the CS communication strategy</p>
3	Event support and coverage		<ol style="list-style-type: none"> <li>1. Poster development</li> <li>2. Oversight of poster distribution</li> <li>3. Event promotion using all appropriate channels</li> <li>4. Ad hoc support at events, including but not limited to Videography content co-ordination.</li> <li>5. Tracking and reporting on communications</li> <li>6. Ensure consistent brand execution across all platforms</li> <li>7. Manage the quality of hard copy and digital brand collateral, including work with suppliers – printers / design agency to deliver an integrated communications service</li> <li>8. Ensure on the day coverage of events and attendance – press release writing as required for Careers Service website and for distribution to UCT Communications and Marketing Division.</li> </ol>	<p>The CS brand is monitored, protected and promoted on-line and off-line</p> <p>Style, brand and writing style guidelines are developed</p> <p>CS gets breadth of exposure at UCT and elsewhere</p> <p>Graphic visual or other innovative representations of information, data or knowledge will be produced within brand guidelines</p>

4	Manage Stakeholder Relationships		<p>Engage with key stakeholders including</p> <ol style="list-style-type: none"> <li>1. UCT internal stakeholders, including students, potential students, faculty leadership, CMD, ICTS</li> <li>2. All external vendors e.g. graphic designers, printers and video production companies</li> <li>3. External stakeholders such as employers and parents of students.</li> <li>4. Conceptualise and manage communication events such as the launch of the CS guide, including liaison with potential stakeholders</li> <li>5. Attend and contribute to UCT committees concerned with marketing and communications issues, to ensure that the CS can identify opportunities and participate in activities which may be arranged by other UCT units (e.g. CHED communications and marketing committee, etc.)</li> </ol>	<p>Management of stakeholders to communicate Careers Service core business, functions and needs</p> <p>Stakeholders are included in events to use face-to-face communication approaches</p> <p>Meetings are attended and information used for the benefit of CS</p>
5	Continuing Professional Development & Ad Hoc Careers Service Functions		<ol style="list-style-type: none"> <li>1. To engage in appropriate, continuous professional development to include ongoing currency of knowledge and technical expertise required for the post</li> <li>2. Identify and support new, existing and potential projects within the Careers Service to enhance existing provision</li> <li>3. Undertaking any other duties as identified by the Careers Service Management team</li> </ol>	<p>There is an awareness of emerging media trends and participation in training / development to implement same – able to share with colleagues for continued development within unit.</p> <p>Careers Service operations will continuously improve.</p>

### MINIMUM REQUIREMENTS

Minimum qualifications	Relevant Bachelor's degree or equivalent			
Minimum experience (type and years)	<ul style="list-style-type: none"> <li>• a minimum of two years collective experience in writing, editing and digital marketing</li> <li>• demonstrable experience in social media campaigns (Facebook, Twitter, LinkedIn, YouTube, etc.)</li> <li>• solid digital copywriting and editing skills experience in digital marketing techniques and web usability principles</li> <li>• experience with digital and online analytics tools</li> </ul>			
Skills	Exceptional oral and written communication skills Ability to successfully multi- task and prioritise High level of attention to detail, project management, time management & organisational skills			
Knowledge	Strong understanding of integration of new media and traditional communication channels			
Professional registration or license requirements	n/a			
Advantages include	<ul style="list-style-type: none"> <li>• experience across more than one of the following fields: journalism, public relations, writing, digital marketing/advertising or online environment at a tertiary institute</li> <li>• experience in social media principles and policies, search engine optimisation and website architecture</li> <li>• experience in multimedia (e.g. memes, infographics, imagery and video)</li> <li>• demonstrable experience in social media crisis communication</li> <li>• Knowledge of UCT systems</li> </ul>			
Competencies (Refer to <a href="#">UCT Competency Framework</a> )	Competence	Level	Competence	Level
	Analytical thinking /Problem solving	2	Resource management	2
	Communication	2	Quality commitment/work standards	2
	Planning and organizing/ work management	2	Results focus	2
	Building interpersonal relationships	2	Continuous learning	2

### SCOPE OF RESPONSIBILITY

Functions responsible for	to promote the service and programme offerings on the UCT Careers Service various websites, apps and media channels, through the conceptualising and implementation of the digital marketing strategies for the various projects, programmes and events.
Amount and kind of supervision received	Minimal with weekly touch-ins with Management Team and Director.
Amount and kind of supervision exercised	None
Decisions which can be made	All decisions are made by Line Manager through regular check-ns
Decisions which must be referred	All decisions affecting the core business of Careers.

### CONTACTS AND RELATIONSHIPS

Internal to UCT	Staff at Careers Service Staff within CHED Academics and Administrative Colleagues Students; graduates and alumni of UCT
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External to UCT	Suppliers/Service Providers Printers Digital World
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**AGREED BY**

	PRINT NAME	SIGNATURE	CONTACT NO.	DATE
Position Holder				
Line Manager				
HOD				

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