



## NOTES

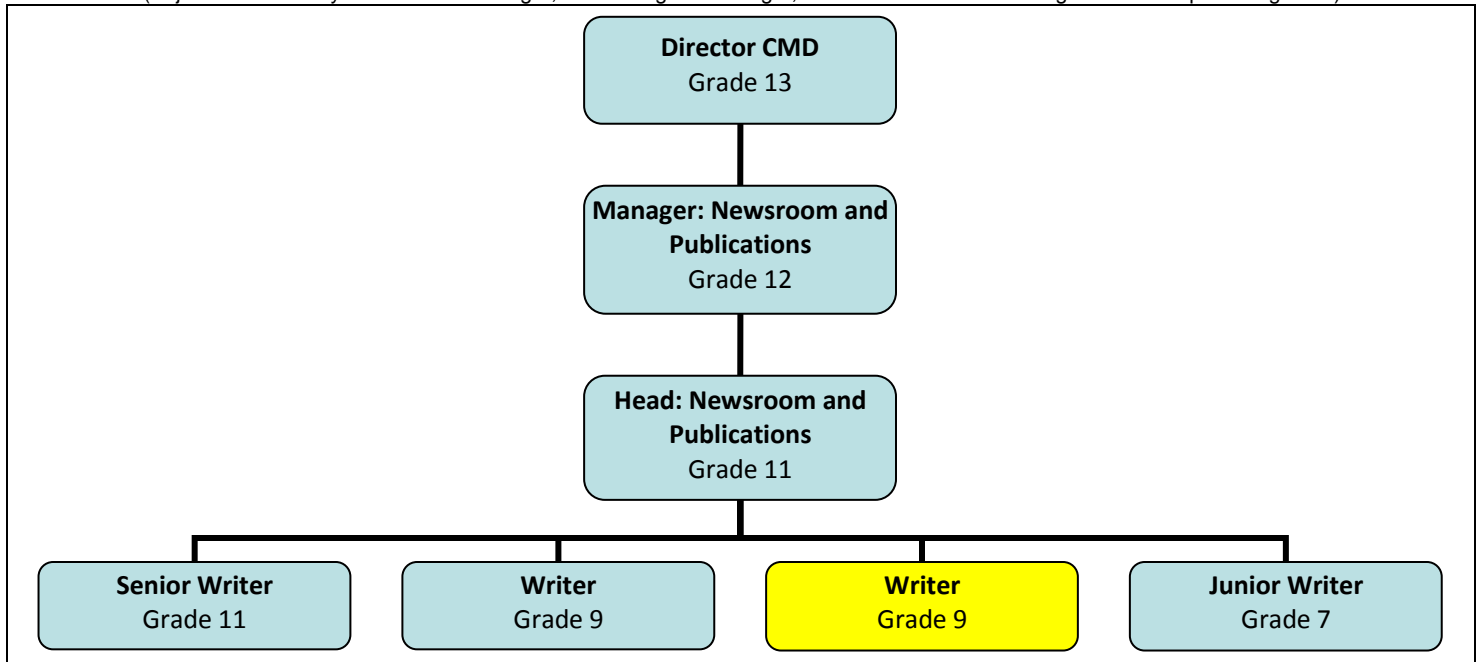
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

## POSITION DETAILS

Position title	Writer		
Job title (HR Practitioner to provide)			
Position grade (if known)	9	Date last graded (if known)	
Academic faculty / PASS department	Communication and marketing		
Academic department / PASS unit	Newsroom and Publications		
Division / section	Newsroom		
Date of compilation	18 May 2018		

## 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 research and write articles and other content for a variety of media platforms, as required by the unit. The writer produces high-quality features and reports, including print and online articles on a wide variety of subjects ranging from research to student life. In certain instances the writer will also contribute towards other communication materials such as annual reports, digital newsletters, brochures and other materials designed to promote UCT and its activities, as well as contribute to digital and social media initiatives that profile the university.

**CONTENT**

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
1	Writing, editing and approval process	70%	<ul style="list-style-type: none"> <li>• Research and write clear, accurate, compelling stories according to brief</li> <li>• Generate story leads</li> <li>• Conduct relevant background research</li> <li>• Assist with editing and proofing a range of digital and printed publications</li> <li>• Check factual and grammatical accuracy of work, and follow unit's sign-off and approval process</li> </ul>	<ul style="list-style-type: none"> <li>• Well-researched, relevant, targeted written content produced to deadline and following the unit's sign-off and approval process</li> <li>• Approved, accurate, appropriate and engaging news and feature articles published on a variety of media platforms</li> </ul>
2	Content development and production	10%	<ul style="list-style-type: none"> <li>• Contribute story ideas and help conceptualise features</li> <li>• Liaise with photographer and subjects to arrange appropriate images to illustrate each story</li> <li>• Liaise with newsroom coordinator and newsroom head regarding responsibilities, priorities and timelines</li> <li>• Exercise discipline regarding word count</li> <li>• Give input and direction on digital and print design and formatting of articles</li> <li>• Advise marketing unit on potential social media content</li> </ul>	<ul style="list-style-type: none"> <li>• Topical and timeous articles relaying both the news and the zeitgeist of the university, paired with images that are both compelling and relevant</li> <li>• Production issues are picked up quickly and solutions found and implemented timeously</li> <li>• Articles and images are displayed to the best of their advantage, whether in print or online</li> </ul>
3	Relationship building	5%	<ul style="list-style-type: none"> <li>• Develop a network of contacts among staff and students at UCT and, where appropriate, with external stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• A network of UCT experts that supports the production of quality, compelling content that serves the university community</li> </ul>

4	Benchmarking	5%	<ul style="list-style-type: none"> <li>• Develop contacts with other SA higher education institutions with a view to benchmarking UCT communication products</li> <li>• Attend relevant local and national communication seminars, workshops and conferences</li> <li>• Benchmark UCT communication products against international counterparts</li> </ul>	<ul style="list-style-type: none"> <li>• High-quality, cutting-edge content that help increase UCT's profile and the reader experience of print and digital publication</li> </ul>
5	Actualising UCT's mission statement and transformation goals	5%	<ul style="list-style-type: none"> <li>• Be familiar with UCT's mission, strategic objectives and supporting policies and reflect these in all content</li> <li>• Helping the department meet UCT's transformation goals and ensure that content reflects transformation as a theme, wherever possible</li> <li>• Ensure that content reflects transformation as a theme, wherever possible</li> </ul>	<ul style="list-style-type: none"> <li>• Content that helps educate others about UCT's history, mission and strategic priorities, and, where appropriate, advance these objectives</li> <li>• Content that helps reinforce and advance the university's commitment to transformation</li> </ul>
6	Team building	5%	<ul style="list-style-type: none"> <li>• Contribute to a happy, healthy, stress-free and productive working environment through both words and actions</li> <li>• Contribute to a safe, collegial work space in which team members can share work-related ideas and opinions</li> </ul>	<ul style="list-style-type: none"> <li>• A newsroom team that pulls in the same direction as the team and produces excellent work in the process</li> </ul>

### MINIMUM REQUIREMENTS

Minimum qualifications	An appropriate three year qualification (NQF6)			
Minimum experience (type and years)	At least two years' experience in a print or digital editorial or communications environment and demonstrable proof of quality writing about a diverse range of subjects across a variety of writing types and lengths			
Skills	<p>Coordinating workflow, multitasking, meeting deadlines, proficiency in appropriate software (MS Office), writing, rewriting, collating, editing, proofreading, online and in-person interviewing, relationship building, networking.</p> <p>Specialised skills. Knowledge of theory and practice within own function/area of operation and skills and experience in relevant work areas. Specialised training or relevant qualification or relevant experience. May be seen as expert in own area and be asked to give opinion or recommendation.</p>			
Knowledge	Appropriate software (MS Office), English grammar, journalistic practices, higher education in South Africa, writing styles for the web			
Professional registration or license requirements	N/A			
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Honesty to handle cash or finances'.)	N/A			
Competencies (Refer to <a href="#">UCT Competency Framework</a> )	Competence	Level	Competence	Level
	Analytical thinking / Problem solving	2	University awareness	2
	Building interpersonal relationships	2	Professional knowledge and skill	2
	Communication	2	Conceptual thinking	1
	Planning and organising / work management	2	Teamwork/collaboration	2

### SCOPE OF RESPONSIBILITY

Functions responsible for	Responsibility within or for a section of a department. Judgment has impact on significant part of department. Applies detailed knowledge of interactions between work unit policies, systems and procedures and policies, systems and procedures in any other related areas, to respond to standard circumstances. Advises, assists and influences others. Networks and consults. May suggest operational changes or make minor refinements to local procedures where the impact on related activities and procedures is considered.
Amount and kind of supervision received	Receives broad supervision. Supervisor assigns work by broadly defining objectives, outcomes, priorities and deadlines. Plans and executes work using theoretical, policy and technical knowledge to apply and interpret procedures. Duties arise from role statements, supplemented by assignment allocation as relevant. Problems and deviations are solved with reference to instructions, policies, and accepted practices. Work is reviewed for technical adequacy and conformance with practice and policy. Participates in planning and scheduling a range of activities and responsibilities. Supervisor provides more general assistance in unusual situations that do not have clear objectives. May supervise or first-line-manage staff and have responsibility for the day-to-day operation of a work unit where this involves setting priorities, meeting service standards, monitoring or review of systems, and supervision or coordination of staff with different areas of skill.
Amount and kind of supervision exercised	n/a
Decisions which can be made	Makes deterministic, process-related, systemic decisions. Executes rules according to interpretive decision-making levels. Decides 'how' the rule is to be carried out from established theory, processes, practice, systems, trade knowledge and rules and regulations. Can choose which process to use, deciding 'how', 'where' and 'when'. Know the theory behind the operations.

Decisions which must be referred	Decisions that relate to levels higher than job-grade level within the unit, or those that may have an impact on the other units within the department as a whole. Also decisions that may have an impact on immediate colleagues within the unit or an impact on internal or external staff directly or indirectly related to the content of material written.
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**CONTACTS AND RELATIONSHIPS**

Internal to UCT	Academic staff, including lecturers, senior lecturers, associate professors, professors, heads of departments, deans of faculties, directors, executive directors, deputy vice-chancellors, vice-chancellor, registrar, members of council, members of senate and others. PASS staff, including all pay classes, colleagues, heads of departments, managers, directors, executive directors and others.
External to UCT	As required by circumstances, this may include any external parties that are directly or indirectly related to the content of a particular article.