

NOTES

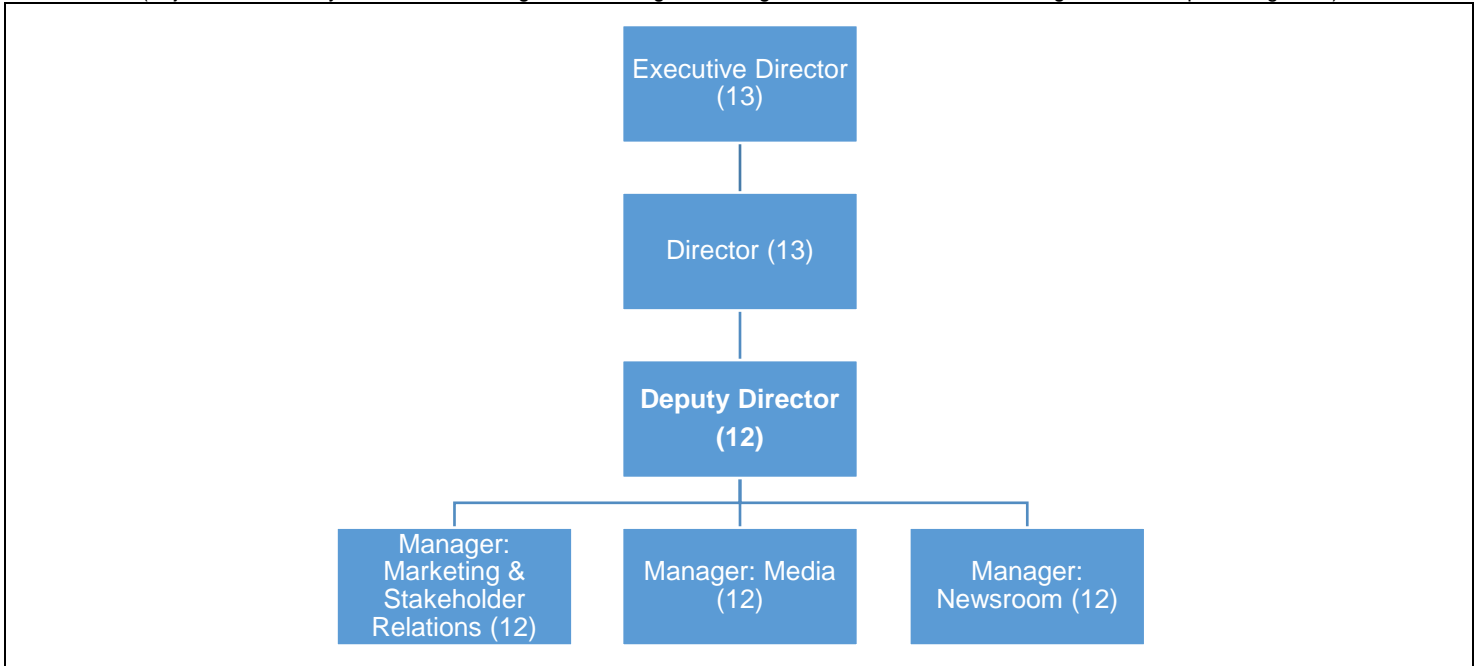
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Deputy Director		
Job title (HR Practitioner to provide)			
Position grade (if known)	PC12	Date last graded (if known)	
Academic faculty / PASS department	Communication and Marketing		
Academic department / PASS unit	Executive		
Division / section			
Date of compilation	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 the position:

To support the development, implementation and monitoring of 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 & Director. Through this close liaison the incumbent ensures the direct alignment of the work of the department with the work of the ED & Director CMD who works closely with the Senior Leadership Group and the university's executive.

The incumbent ensures that all the 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 and 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 and Director (direct report to Director)
- 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:

- Supports the ED and Director in the oversight of the work of all units within CMD (refer to Organogram below)
- Deputises for the ED:CMD & Director when required by the ED/Director
- Forms a key part of the collective senior leadership of the department

Acts as spokesperson for the institution

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	<p><u>Strategic leadership function</u></p> <p>Responsibility</p> <p>Strategy development</p> <p>Policy and guidelines</p> <p>Consulting</p> <p>VCO</p> <p>Monitoring</p> <p>Committees</p> <p>Liaison wider UCT</p>	30%	<ul style="list-style-type: none"> - The incumbent takes responsibility for all the marketing and communication for UCT - The incumbent is responsible to implement the strategy for all deliverables related to marketing and communication initiatives to promote UCT. - The incumbent is responsible for developing policy and guidelines that steer the institution in relation to marketing and communication initiatives on all the platforms. - With the ED and Director 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. - With the ED: CMD and the Director the incumbent advises the Vice-Chancellor and their deputy vice-chancellors about the best positioning of the office in relation to marketing and communication. - The incumbent is responsible for the delivery of a strategy that sets targets for UCT "outreach" on all communication platforms and is able to monitor and achieve progress against these targets. - Committee responsibilities: The incumbent serves on various university committees as is required. - The incumbent supports the ED & Director where required in oversight of the department's work and engagement with the rest of the institution <p>Liaison function: The incumbent is a key liaison/consultant to SLG members, faculty, PASS staff and students related to the area of work.</p>	<p>A comprehensive and multi-layered strategy (policy and 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><u>Leadership and management function:</u> Leadership</p> <p>Transformation and 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%	<p>As Deputy-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 university's business and is able to lead by example in influencing and creating a positive, professional climate within the department and wider UCT.</p> <p>The incumbent is responsible for supporting the setting and achieving a of transformation plan for CMD and Employment Equity Targets and ensures progress in this regard.</p> <p>The incumbent acts for the Executive Director and Director when required.</p> <p>The Incumbent supports the Director in managing CMD's annual budget and ensures compliance with central finance guidelines.</p> <p>The incumbent supports the Director in managing the staff of CMD. The incumbent ensures a professional roll-out of the Development Dialogue system and deals with HR matters, including if need be disciplinary issues and improvement plans in a highly professional manner.</p> <p>The incumbent supports the Director in ensuring all administrative processes and duties are performed diligently.</p> <p>The incumbent manages 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.</p>	<p>The department is efficiently run according to the university's overall goals, meets its goals and complies with university policies and procedures</p> <p>The departmental 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 and Director are well supported.</p> <p>Work is cost-effectively done, of an outstanding and creative quality.</p>
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3	<p><u>Strategic oversight of operational outputs to be delivered</u></p> <p>Strategic oversight</p> <p>Capacitation of managerial team</p> <p>Management of crisis communication</p>	25%	<p>Strategy development Implementation of strategic plan Monitoring and evaluation of work outputs and analysis Measuring of value added Ad hoc projects</p> <p>Delivery of CMD's strategic plan aligned to UCT's strategic plan Leadership and management of unit</p> <p>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:</p> <p>Media relations and crisis communication</p> <p>Online presence and broadcast initiatives (UCT web presence, social media platforms, video and podcast production, live streaming);</p> <p>Key publications (print and online)</p> <p>Key marketing initiatives (brand management, advertising and promotional material and particularly online marketing);</p> <p>Events and public relations (VC and university engagements and events)</p> <p>External and stakeholder engagement (strategic visitor engagement and programmes)</p>	<p>Annual delivery of the highest quality against a set multi-layered strategy and deliverables</p> <p>Excellent UCT web and online presence.</p> <p>Excellent quality publications delivered timeously.</p> <p>A multi-layered, 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>
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4	<p><u>Engagement and reporting function:</u></p> <p>Line briefings</p> <p>General briefing</p> <p>Advisory meeting briefings</p> <p>Chair</p> <p>Spokesperson</p>	20%	<p>The Executive Director has accountability for the overall operations of CMD and the Director and Deputy Director has the responsibility to implement the strategic direction within CMD. The incumbent reports to the Director on all matters related to this area of work. The incumbent on occasion reports to the Vice-Chancellor or their executive directly on key matters.</p> <p>Reports/presents/briefs various university meetings and briefs the Executive Director who has the responsibility to brief various senior meetings. (e.g. OPSMAG/VC MAG, Pass Forum, Deans) as required.</p> <p>Guides and briefs various bodies as to the work of CMD e.g. DCAM, DCAM working groups and may chair some of these.</p> <p>Chairs meetings and committees where necessary</p> <p>Acts as university spokesperson when required</p>	<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>
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MINIMUM REQUIREMENTS

Minimum qualifications	Post-graduate university degree (Honours) or equivalent			
Minimum experience (type and years)	At least 10 years' experience in the area of work, with a particular emphasis on skills across the communication, marketing and media sphere, with a special focus on integrating communication. An established track record of managing communication issues at a strategic level. Established senior management experience of at least 3 years.			
Skills	High-level strategic thinking and large organizational engagement experience and insight			
Knowledge	Experience in managing and promoting a large organization's reputation, knowledge, empathy and understanding of South Africa's current social and economic climate			
Professional registration or license requirements				
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Honesty to handle cash or finances'.)	High levels of resilience and ability to function in a volatile, unpredictable, complex and ambiguous environment			
Competencies (Refer to UCT Competency Framework)	Competence	Level	Competence	Level
	Analytical thinking & 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	Departmental
Amount and kind of supervision received	Senior level
Amount and kind of supervision exercised	Senior level
Decisions which can be made	Departmental
Decisions which must be referred	Ex-departmental

CONTACTS AND RELATIONSHIPS

Internal to UCT	SLG, communication practioners across the university
External to UCT	Key communication and marketing organisations