



MARKETING COMMUNICATIONS OFFICER

(Payclass 9)

Marketing & Stakeholder Relations unit Communication and Marketing Department (CMD)

The Marketing and Stakeholder Relations Unit within CMD is seeking to appoint a highly motivated and suitably qualified person with experience of working in highly pressurised environment as soon as possible.

The overall priority is to represent the university in a professional manner at all times through the development, planning and execution of integrated marketing campaigns/projects as well as through branded materials and benchmarking.

Minimum requirements:

- A 3-year tertiary qualification (NQF 6 level) in Marketing, Advertising, Public Relations, Promotions or related discipline.
- 2 years' relevant work experience in a marketing, advertising or public relations agency or similar environment.
- Proven project and campaign management experience.
- Demonstrable understanding of integrated marketing communication and marketing principles.
- Understanding and implementation of financial and budgeting controls.
- Excellent proposal as well as copywriting skills and the ability to communicate strategic and complex ideas.
- Excellent computer skills with Microsoft Office (including Excel), Adobe Suite or other design applications.
- Social media savvy and awareness of the local and international higher education landscape.
- Strong administration and organisational skills with scrupulous accuracy to detail.
- Good oral and written communication skills.
- Effective and good presentation skills and techniques.
- Ability to work within a team setup as well as independently, with minimal supervision at times and in a highly pressurised environment with very tight deadlines.
- Ability to be proactive and take initiative.

Responsibilities:

- Conceptualise and coordinate strategic and relevant marketing communications campaigns and projects.
- Sourcing and managing all aspects of UCT's corporate branded stock, including liaising with suppliers.
- Ensure proper stock management of merchandise and publications and communicate shortages timeously.
- Coordinate UCT's advertising and promotions on appropriate print and digital platforms.
- Responsible for writing relevant and appropriate copy for communication materials and campaigns.
- Together with the Head, source appropriate service providers to achieve objectives.
- Ensure that UCT brand is communicated and used appropriately.
- Support UCT faculties and departments with regards to appropriate use of branding materials and sourcing merchandise as and when needed.
- Coordinate and oversee the benchmarking, monitoring and analysis of marketing communications activities and outputs for tertiary and comparable institutions/organizations and providing reports on how CMD can showcase its outputs.
- Regularly and accurately update spreadsheets, databases and inventories with statistical, financial and non-financial information related to stock management.
- Coordinate and oversee the benchmarking, monitoring and reviewing marketing communications activities internally and externally and suggest improvements.
- Assist the team with monitoring and evaluating campaigns and projects.

The 2018 annual cost of employment, including benefits, is between **R355 670** and **R418 435**, dependent on experience.

To apply, please email the documents listed below in a **single pdf file** to Ms Abigail Dixon at recruitment03@uct.ac.za:

- UCT application form (download at <http://forms.uct.ac.za/hr201.doc>);
- 1-page cover letter which **MUST** include a motivation for your suitability for this position,
- Curriculum Vitae (CV) of no more than 2 pages; and
- Sample of previous projects and campaigns (inclusive of written work).

Please ensure that the position title and reference number are indicated in the subject line of your email.

An application which does not comply with the above requirements will be regarded as incomplete and will not be considered. Only short-listed candidates will be contacted and may be required to do relevant competency assessments as part of the selection process.

Telephone: 021 650 1673

Website: <http://www.hr.uct.ac.za/>

Reference number: E18422

Closing date: 4 January 2019

UCT is committed to the pursuit of excellence, diversity and redress in achieving its equity targets. Our Employment Equity Policy is available at <http://www.uct.ac.za/downloads/uct.ac.za/about/policies/eepolicy.pdf>. For this post we seek particularly to attract black (i.e Africans, Coloureds and Indians) South African candidates.

UCT reserves the right not to appoint.