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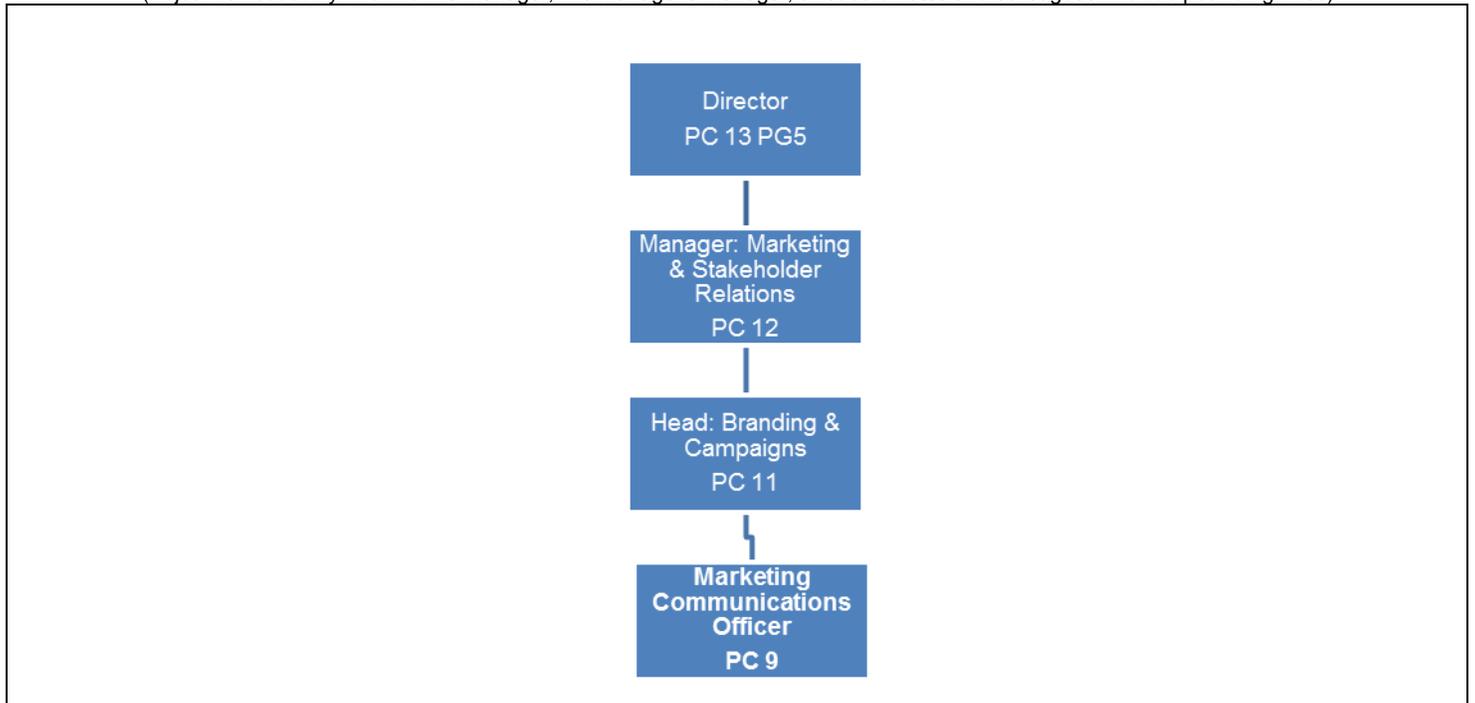
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Marketing Communications Officer		
Job title (HR Practitioner to provide)	Junior Communications & Marketing Specialist		
Position grade (if known)	PC 9	Date last graded (if known)	
Academic faculty / PASS department	Communication and Marketing Department		
Academic department / PASS unit	PASS		
Division / section	Marketing & Stakeholder Relations		
Date of compilation	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 assist the Marketing & Stakeholder Relations Manager and Head with corporate marketing communications and brand management through:

- Developing appropriate marketing campaigns for the University of Cape Town (UCT) and executing these.
- Sourcing and managing all aspects of UCT's corporate branded stock, including liaising with suppliers, coordinating and providing support to faculties and departments.
- Supporting the Head: Branding and Campaigns in coordinating and overseeing UCT's advertising and promotions on appropriate print and digital platforms.
- Coordinating the benchmarking, monitoring and analysis of marketing communications activities and outputs for tertiary and comparable institutions/organizations and providing reports on how UCT can showcase its outputs.

CONTENT

Key performance areas	% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
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1	Marketing communications	25	<p>Administer and assist on proper corporate identity marketing projects/campaigns.</p> <p>Compile and implement, with guidance of the Head and approval by the Marketing and Stakeholder Relations Manager, effective and appropriate marketing campaigns for the university.</p> <p>Coordinate and project manage marketing campaigns and projects.</p> <p>Provide assistance to the Head: Branding and Campaigns with regards to the development and implementation of innovative electronic and online campaigns.</p> <p>Coordinate the development and implementation of effective distribution campaigns to market UCT's publications published by the Newsroom.</p> <p>Write marketing and online copy for UCT material.</p> <p>Assist the Head: Branding and Campaigns in proof editing, collation of information and copy writing of advertising and promotions material.</p> <p>Develop and coordinate action plans for UCT's corporate publications in order to promote UCT.</p> <p>Engage with internal and external stakeholders to ensure that UCT is communicating its marketing and communication strategy effectively and that UCT maintains good relationships with all of its key target audiences.</p> <p>Provide faculties and departments with marketing and communication support in line with UCT's brand guidelines</p> <p>Contribute to internal synergies within the department and showcase these synergies through effective integrated marketing campaigns</p> <p>Support the Head: Branding and Campaigns with all reporting, management and work flow of marketing activities</p> <p>Provide general administrative support to the team and Head: Branding and Campaigns where required.</p>	<p>UCT is effectively communicated and promoted through marketing projects/campaigns.</p> <p>The UCT profile and brand is enhanced through effective and innovative campaigns internally and externally.</p> <p>Marketing campaigns and projects are managed timeously and effectively.</p> <p>Distribution campaigns are effective and create brand awareness.</p> <p>Copy is thorough, well written and conveys the UCT message and corporate identity.</p> <p>Identity plans promote and enhance the UCT identity in the market, both internally and externally.</p> <p>Effective relationships which enable meeting the Communications and Marketing needs of UCT</p> <p>Faculties and departments are effectively assisted with marketing and communication initiatives</p> <p>Effective communication of UCT's marketing strategy, functions and needs to key stakeholders</p> <p>Marketing campaigns and communications which involve other departments as far as possible within the unit in order to help further promote UCT</p> <p>The Head and Manager are effectively assisted as and when required</p>
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2	Marketing collateral and stock management	20	<p>Administer the UCT CMD stockroom with all its branded collateral.</p> <p>Conduct accurate monthly stock counts of all of UCT's branded merchandise.</p> <p>Together with the CMD financial team, ensure that the financial management of the stock is accurately recorded and ensure that this is correctly reflected as income in the department's budget.</p> <p>Assist in the ordering of promotional material and corporate gifts as required under the supervision, guidance and approval of the Head and Manager in the unit.</p> <p>Alert the Head and Manager on marketing collateral that is needed.</p> <p>Regularly update UCT's website with all relevant merchandise and promotional material.</p> <p>Coordinate the promotion, marketing and sale of all UCT stock (off site at events, and internally) to ensure there is a good turnaround in stock as desired by UCT's different stakeholders.</p>	<p>Stock is neat and tidy and all items are clearly labeled, tracked and accounted for.</p> <p>Accurate stock records.</p> <p>Follow-up of outstanding payments.</p> <p>Proper tracking of purchases and payments.</p> <p>Merchandise is ordered timeously.</p> <p>All promotional material displayed on the UCT website is up-to-date and conveys UCT's corporate identity.</p> <p>UCT's stock is well known, regularly bought by internal and external stakeholders and becomes a revenue-source for CMD.</p> <p>UCT's cash float is well-managed and accounted for.</p>
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3	Branding	20	<p>Administer the marketing of branding and promotional materials on all of UCT's platforms.</p> <p>Source and coordinate the control stock of all of UCT's branded material.</p> <p>Handle and accurately administer the sales of branded merchandise at appropriate institutional events.</p> <p>Under the guidance of the Marketing and Stakeholder Communications Head, assist in implementing and managing UCT's brand guidelines and corporate identity across all marketing material and campaigns internally and externally.</p> <p>Plan and roll-out the consistency of UCT's corporate identity and messages across all services, facilities and delivery platforms.</p>	<p>UCT and its corporate identity is effectively communicated and displayed on all branded and promotional material.</p> <p>All branded and promotional material is effectively marketed on relevant platforms and brand awareness is enhanced.</p> <p>Branded material is created as and when required e.g. banners.</p> <p>Branded merchandise is appropriately priced to make a profit and sold at events as and when required thereby creating brand awareness.</p> <p>Adherence to the brand's guidelines and use in the correct format across all marketing material and campaigns.</p> <p>Logo usage and brand standards are correct on all marketing material and campaigns.</p> <p>Corporate stationary templates have consistent use of corporate identity in line with UCT's brand guidelines.</p>
4	Advertising and Promotions	10	<p>Liaise with advertising agencies and directly with publications, both online and other mediums.</p> <p>Ensure that event advertising is reflected on all UCT platforms (i.e. events calendar, notice board, social media, website, etc.)</p> <p>Coordinate the booking, designing and tracking of marketing and advertisement placements.</p> <p>Identify best-suited electronic/mobile mediums on which to effectively promote UCT by using UCT's website analytics and other available resources.</p> <p>Assist the events team by conceptualizing and trafficking event advertising and promotions information.</p> <p>Together with the Digital and Social Media team, promote UCT online using banner ads, social media ads, mobile advertising, etc.</p>	<p>Advertising and promotions is managed timeously.</p> <p>UCT is advertised and promoted on platforms that are relevant to the university.</p> <p>Advertising and promotions communicate the UCT message effectively and creates brand awareness.</p> <p>UCT's events are effectively communicated and promoted on the UCT website and on social media.</p> <p>Information is tracked thoroughly and communicated timeously.</p>

5	Market analysis, reporting and benchmarking	15	<p>Compile and source market research that will assist in producing effective marketing campaigns.</p> <p>Use data and insights obtained from online analytics to implement and compile effective marketing campaigns.</p> <p>Prioritise marketing activities by ensuring that they add value to the brand and give UCT its desired return on investment.</p> <p>Under the guidance of the Head: Branding and Campaigns, plan, implement and assist in managing a strategy and system that monitors UCT's marketing presence and benchmarks it.</p> <p>Monitor the communications and marketing campaigns of competitor tertiary institutions and make recommendations on how UCT can learn from these.</p> <p>Compile detailed post analysis reports of all marketing campaigns and projects completed by CMD.</p> <p>Identify, prepare and draft awards submissions and campaigns for the various industry related awards and professional bodies to benchmark CMDs outputs.</p> <p>Compile weekly status updates and reports.</p>	<p>Market research is effective, communicates the brand message, enhances the campaign and creates awareness of UCT.</p> <p>The use of suitable analytics to create successful marketing campaigns and elevate UCT in the market place.</p> <p>UCT has a clear strategy leading to an up-to-date marketing presence that facilitates effective stakeholder engagement.</p> <p>All platforms on which UCT has a presence are effectively maintained and monitored.</p> <p>Relevant activities of other tertiary institutions are regularly communicated to management and recommendations made.</p> <p>A detailed analysis of all campaigns is done to rate the success of the campaign.</p>
6	Transformation and diversity goals	5	<p>Contribute to creating a positive, functional and transformative environment by acting professionally, actively participating in CMD and UCT activities and leading by example amongst colleagues in creating a positive and professional work environment.</p>	<p>Professionalism</p> <p>Positive work environment</p> <p>Active contribution to transformation at CMD</p>

MINIMUM REQUIREMENTS

Minimum qualifications	A three-year tertiary qualification in marketing, communications, branding, advertising and promotions or an equivalent in a similar field.			
Minimum experience (type and years)	Two years relevant experience in a marketing, advertising and promotions, communications or public relations environment. Financial, budgeting and/or bookkeeping experience is essential. Experience in working with brands and exposure to online newsletters and distribution methods would be advantageous			
Skills	Copywriting and proofing skills Basic to intermediate digital design and use of relevant applications Good writing and oral skills Good presentation skills and techniques Digital and social media savvy and user Basic to intermediate financial skills Interpersonal skills and ability to work within various teams across multiple disciplines			
Knowledge	Marketing and communication principles			
Professional registration or license requirements	Relevant continuing professional associations and bodies would be advantageous (IMM, AAA, PRISA, etc)			
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 UCT Competency Framework)	Competence	Level	Competence	Level
	Professional knowledge and skills	2	Building interpersonal relations	2
	Communication	3	Analytical thinking / problem solving	3
	Planning and organising	2	Teamwork / collaboration	3
	University awareness	2	Creativity and innovation	2

SCOPE OF RESPONSIBILITY

Functions responsible for	Delegated tasks and duties as per job descriptions and as given by Head.
Amount and kind of supervision received	Supervised by Manager and Head in the unit.
Amount and kind of supervision exercised	Basic supervision of junior staff in the section.
Decisions which can be made	Recommendations and suggestions on task and projects to be referred to Head for consideration.
Decisions which must be referred	Impacting the overall delivery and execution of the task and project at hand.

CONTACTS AND RELATIONSHIPS

Internal to UCT	Fellow colleagues and counterparts at similar level within department and university.
External to UCT	Suppliers and service providers and counterparts at other similar organisations