



HEAD: BRANDING AND CAMPAIGNS

Marketing and Stakeholder Relations Unit

Communication and Marketing Department (CMD)

The main purpose of this position is to assist the Senior Manager: Marketing and Stakeholder Relations in the development and execution of a university brand management and marketing campaigns strategy. This would include overseeing and managing all aspects of the UCT brand merchandising as well as the effective and targeted distribution of publications produced by CMD.

The role requires a motivated person with experience working in a pressurized environment and the ability to multi-task. The successful incumbent will need to conceptualise, develop, deliver and evaluate integrated marketing campaigns and branding strategies which are consistent, relevant and properly aligned to the mandate of the department and the wider university strategy.

Minimum requirements:

- A 3-year relevant university degree in marketing, advertising and/or project management.
- A minimum of 5 years' relevant work experience operating in a marketing position at a supervisory level.
- Experience that includes market research and intelligence gathering, budget and resource management.
- Proven ability to devise and implement successful branding and institutional campaigns.
- An understanding of the international and national higher education landscape.
- Good business acumen and understanding of developing value proposition for branded merchandise.
- A self-starter with strong creative judgment and the ability to drive results across teams.
- A successful track record of building and maintaining relationships with internal and external stakeholders as well as service providers to achieve project objectives.
- Excellent interpersonal, negotiation, written and verbal communication skills.
- A willingness to travel nationally and work outside of normal operating hours as and when required to do so.
- An ability to organise and complete multiple tasks simultaneously with close attention to detail and prioritization to meet deadlines.

Advantageous:

- An understanding of the international and higher education landscape.
- A postgraduate marketing and/or business degree.

Responsibilities include:

- Provide strategic and operational marketing advise to CMD through proactively focusing on and responding to the market, anticipating trends and changes that may impact the university and the broader higher education sector.
- Formulate and execute the various branding and campaign strategies in line with the market requirements and the university's vision.
- Regularly update and oversee an integrated brand corporate identity aligned to UCT strategies and guidelines.
- Develop guidelines and a digital portal to effectively manage consistent application and adherence to UCT brand identity across all platforms.
- Plan, develop and manage UCTs new branded merchandise, segmented according to relevant needs of various UCT audiences.
- Ensure a close working relationship with the UCT shop and suppliers to monitor costs/pricing and enforce brand alignment and consistency throughout.
- Incorporate metrics across marketing projects and campaigns to continuously measure and improve on return on investments (ROI).
- Produce communication designed for and relevant to the various identified stakeholders.
- Proactively identify opportunities to maximize spend whilst achieving cost effectiveness on projects and campaigns.
- Manage the workflow and development of the marketing team.
- Benchmark the unit's outputs against industry standards and outputs.

The 2018 annual remuneration package, including benefits, is negotiable between **R543 772 and R639 730**. The 2019 annual remuneration package still to be confirmed.

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

- UCT Application Form (download at <http://forms.uct.ac.za/hr201.doc>)
- Motivation letter,
- Curriculum Vitae (CV) of no more than 3 pages, and
- Work portfolio which supports the requirements of the post

Please ensure the title and reference number are indicated in the subject line.

An application which does not comply with the above requirements will be regarded as incomplete and will not be considered. Only shortlisted candidates will be contacted and may be required to undergo an assessment.

Telephone: 021 650 1673

Website: www.hr.uct.ac.za

Reference number: E19123

Closing date: 17 February 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 African, Coloured & Indian) South Africans and/or candidates with disabilities.

UCT reserves the right not to appoint.