

HR191	POSITION DESCRIPTION	 UNIVERSITY OF CAPE TOWN IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD
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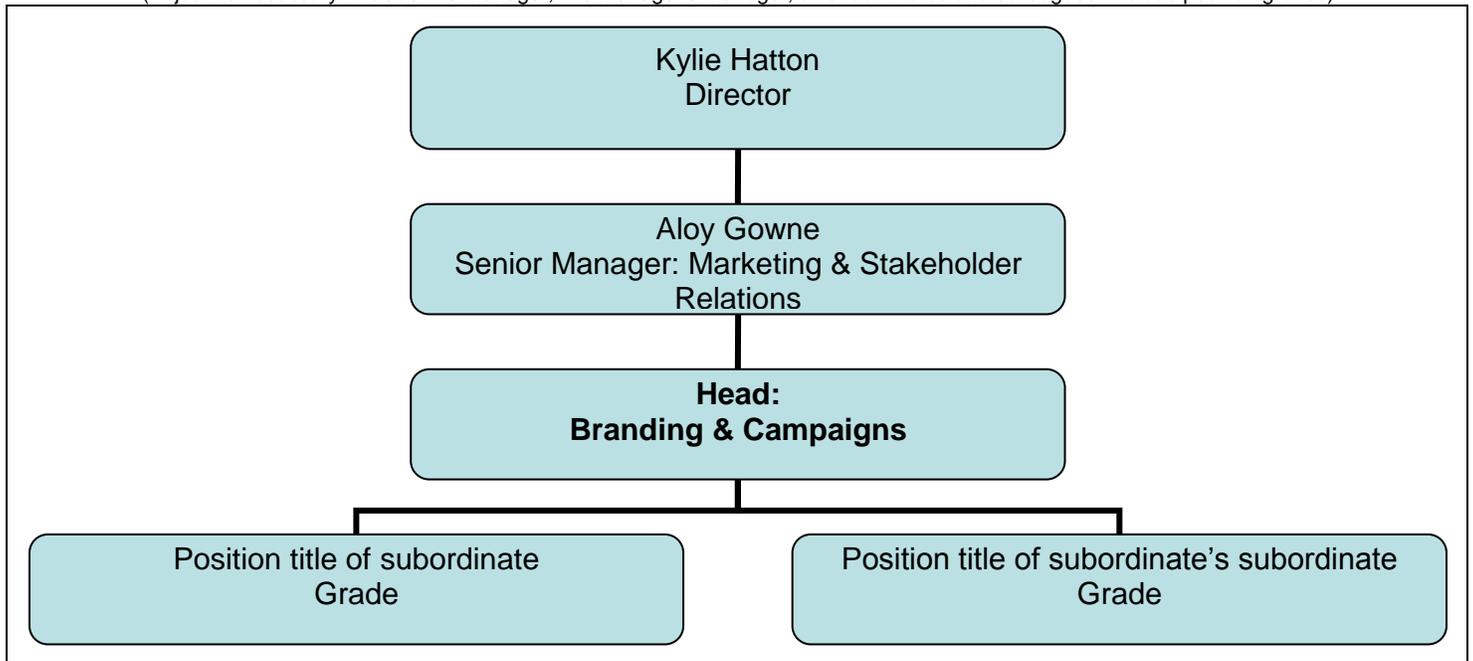
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Head: Branding & Campaigns		
Job title (HR Practitioner to provide)	Middle Communications & Marketing Manager		
Position grade (if known)	11	Date last graded (if known)	2018
Academic faculty / PASS department	Communication & Marketing		
Academic department / PASS unit			
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 in the development and execution of brand management and marketing campaigns strategies including overseeing and managing all aspects of effective and targeted distribution of publications produced by CMD. The role requires the incumbent 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.

The incumbent will also be required to manage the duties and development of the marketing team as well as source the services of appropriate service providers to assist with delivery of objectives as and when required. The responsibilities of this position will include but not limited to the following;

- to provide strategic marketing advise to CMD through proactively focusing on and responding to the market, anticipating trends and changes that may impact CMD and higher education sector;
- to formulate and execute the various marketing strategies in line with the market requirements and the UCT vision;
- to update and oversee an integrated brand corporate identity aligned to UCT strategies and guidelines;
- to plan, develop and manage UCTs new branded merchandise, segmented according to relevant needs of various UCT audiences.

All of these processes are driven by the goal of accurately portraying, promoting and protecting UCT's image across its identified target markets.

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	Provide marketing expertise and insights to the Marketing and Stakeholder Relations Unit and CMD as a whole.	20%	<p>Delivery and implementation of the marketing and branding strategies for UCT brand and selected CMD strategic projects through:</p> <ul style="list-style-type: none"> Scanning the global, continental and local higher educational environment; identify key drivers, trends and potential impact on the sector. Gathering, interpreting, analyzing and disseminating market intelligence to ensure opportunistic and informed decision-making. Implementing tools and processes to foster an internal network for intelligence data gathering and collaboration. Benchmarking the 	<p>UCT brand positioning and messaging:</p> <ul style="list-style-type: none"> Articulated and aligned to UCT Strategic Planning Framework and Executive vision. Creative visual assets that communicate UCT positioning and branding and will feed into the corporate Id and toolkits.
2	Updating and overseeing integrated brand corporate identity aligned to UCT vision and mission.	15%	<ul style="list-style-type: none"> Developing guidelines and a digital portal to effectively manage consistent application and adherence to UCT brand identity. 	<p>Brand identity toolkit on a digital portal. This will include the following branded toolkits:</p> <ul style="list-style-type: none"> Generic brand & guidelines Institutional events branding Internal Relationship Developmental Plan. Customer Relations Management Plan.
3	Planning, developing and managing UCT branded merchandise, segmented according to relevant needs of various UCT audiences.	15%	<ul style="list-style-type: none"> Streamlining/planning to achieve consistency and adherence to the branding guideline by various departments. Ensuring close working relationship with UCT shop and suppliers to monitor costs/pricing and enforce brand alignment and consistency. 	

4	Formulate and execute the various integrated marketing campaigns in line with the Executive brief and UCT vision.	25%	<p>Manage rigorous qualitative and quantitative analysis on marketing projects to ensuring a measurable and appropriate ROI is achieved through:</p> <ul style="list-style-type: none"> • Develop insights and communicating implications and recommendations around strategic issues and decisions on all projects. • Incorporate metrics across marketing projects and campaigns to continuously measure and improve/achieve ROI. • Produce communication designed for and relevant to the various identified stakeholders. • Identify and develop strategies to engage with existing and new stakeholders. • 	<ul style="list-style-type: none"> • Communication that is relevant and of interest to University of Cape Town stakeholders. • Pre-packaged information and branding collateral for various stakeholders • Detailed reports with key learnings, especially but not limited to the following projects:
5	Supervising a team, managing all HR and financial related matters concerned by adhering to relevant UCT policies and guidelines.	20%	<p>Devise and manage the marketing budget and resources to deliver projects and campaigns in a cost-effective manner by:</p> <ul style="list-style-type: none"> • Adhering to unit's billing process and procedures. • Proactively identifying opportunities to maximize spend whilst achieving cost effectiveness on projects and campaigns. • Manage the workflow and development of the marketing team. • Support the Manager in helping staff to adjust to new situations and to adapt and embrace new work methods where these are of benefit to the department and UCT. • Provide support within the unit and act a overall team lead as-and-when required. 	<ul style="list-style-type: none"> • Prudent financial management according to agreed project timelines. • Strictly adhere to UCTs financial policies and guidelines when procuring services and products.

6	Transformation and diversity	5%	<ul style="list-style-type: none"> • Integrate UCT/CMD values in every decision, execution and interaction. • Reflect UCT's progress with regards to transformation in all marketing activities. • Support the provision of equal employment opportunity to all employees, interns and applicants in line with UCT transformation and employment equity policies, including but not limited to those opportunities related to recruitment, selection, training and promotion. • Foster an environment in which diversity is valued and in which team members cooperate in order to achieve departmental and institutional goals. 	<ul style="list-style-type: none"> • Awareness of how values impact everything we do and actively/visibly incorporating in daily operations as well as meeting strategic objectives. • According to values measurements. • Ensure all staff have an understanding of UCT's transformation agenda and commitment to meet the university's transformation objectives. • Alignment with the national imperative to build capacity and pass on skills wherever possible.
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MINIMUM REQUIREMENTS

Minimum qualifications	A minimum 3-year relevant university degree in marketing, advertising and or project management			
Minimum experience (type and years)	5 years experience in Corporate Communications and/or Marketing (management experience). Strong writing and editing skills, brand management experience, Ability to engage with stakeholders and to manage suppliers.			
Skills	Excellent management, budgeting, planning and decision-making skills; Highly organized and structured with excellent attention to detail; Excellent writing and communication skills			
Knowledge	Excellent knowledge of Integrated Marketing Communications, project planning and implementation; A good understanding of the Higher Education environment specifically as it relates to Marketing and Branding			
Professional registration or license requirements	Excellent management, budgeting, planning and decision-making skills; Highly organized and structured with excellent attention to detail; Excellent writing and communication skills			
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Honesty to handle cash or finances'.)				
Competencies (Refer to UCT Competency Framework)	Competence	Level	Competence	Level
	Work and people management	2	Analytical thinking/Problem solving	2
	Individual leadership	3	Building interpersonal relationships	3
	Client/student service and support	3	Communication planning and organizing	3
	Professional knowledge and skill Teamwork	3	Collaboration	3

SCOPE OF RESPONSIBILITY

Functions responsible for	Managing, overseeing and coordinating marketing campaigns and branding initiatives and programs of the university and the office of the vice-chancellor. Managing the activities of the marketing team, service providers and other team members within the unit.	
Amount and kind of supervision received	Supervised by Manager and Director in the department.	
Amount and kind of supervision exercised	Supervision of staff members within the section.	To the m
Decisions which can be made	Decisions which impact the operations in the relevant section.	
Decisions which must be referred	Decisions which have an impact outside of CMD	Decision

CONTACTS AND RELATIONSHIPS

Internal to UCT	Heads, Managers, relevant key internal stakeholders.	
External to UCT	Suppliers, counterparts at other institutions and organisations, industry professionals and other relevant key external stakeholders.	