



## NOTES

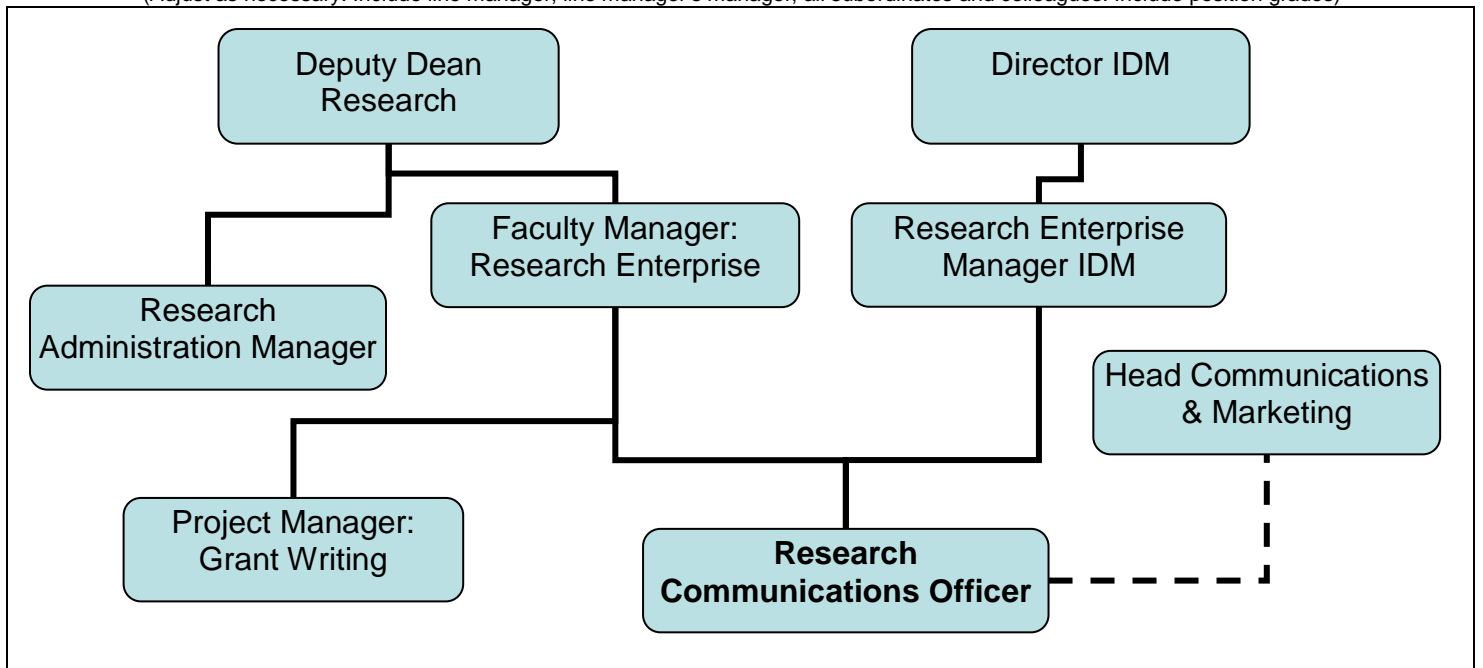
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

## POSITION DETAILS

Position title	Communications Officer (Research)		
Job title (HR Practitioner to provide)			
Position grade (if known)	10	Date last graded (if known)	
Academic faculty / PASS department	Health Sciences		
Academic department / PASS unit	FHS Dean's Office & IDM		
Division / section	FHS Research Office & IDM Directorate		
Date of compilation	9 October 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 generate a range of high-quality written material, including high-level news, features and reports, and maintain social media platforms and websites to promote the science conducted in the Faculty of Health Science (FHS), and specifically the Institute of Infectious Disease and Molecular Medicine (IDM), to enhance our research visibility.

**CONTENT**

	<b>Key performance areas</b>	<b>% of time spent</b>	<b>Inputs</b> (Responsibilities / activities / processes/ methods used)	<b>Outputs</b> (Expected results)
1	Writing, editing and producing research communications material	60%	<ul style="list-style-type: none"> <li>• Identifying potential stories related to research for the IDM's and Faculty's publications and websites, and researching additional information where needed</li> <li>• Providing background and additional information for complex stories and content</li> <li>• Interviewing researchers and other relevant sources. This may also include profiling certain people and sourcing quotes</li> <li>• Attending and photographing events to be written up</li> <li>• Translating scientific research, including through reading scientific papers and interviews, into accessible copy for a lay audience</li> <li>• Writing and producing material for online and print publications and newsletters according to target readership and brief (<i>vis a vis</i> strategic goals and aim of publication)</li> <li>• Editing and proofing a range of material for a suite of publications, including online publishing and ensuring that communication outputs meets quality standards.</li> <li>• Writing briefing notes for the Executive</li> <li>• Participating in meetings and brainstorming relevant to research communication</li> </ul>	<ul style="list-style-type: none"> <li>• Clear and accurate information for the Faculty's and IDM's publications and websites that stimulates interest and tells a story, according to briefs where given</li> <li>• Copy is accurate, balanced and explains context in a reader-friendly way, creating accessible publications for specific target audiences</li> <li>• Information that is both factually correct and presented in house style</li> <li>• Documentation of research-related events</li> </ul>
2	Web publishing, social media and multimedia production	20%	<ul style="list-style-type: none"> <li>• Loading stories and images onto the relevant websites, using appropriate technology, when needed</li> <li>• Updating the IDM website and research aspects of the FHS website</li> <li>• Sourcing and producing research material for multimedia platforms</li> <li>• Sourcing and posting research-related content to social media platforms</li> <li>• Monitoring social media activity</li> <li>• Adapting content from research features (e.g. Research Newsletter and Research Report) for different formats especially social media</li> </ul>	<ul style="list-style-type: none"> <li>• Content is coded and published online in a way that is visually pleasing and user friendly</li> <li>• Relevant websites are up to date</li> <li>• Lively and engaging posts that provide continued visibility on social media</li> </ul>
3	Media liaison	10%	<ul style="list-style-type: none"> <li>• Identifying suitable research stories for dissemination via local, national and international media</li> <li>• Identifying key media, both traditional and new (and including science-specific digital media outlets), to target to increase the international visibility of FHS research</li> <li>• Writing press releases and working with the FHS Communications Office, UCT Central Research Office Communications team and UCT Communication and Marketing Department to pitch stories to relevant journalists/media</li> <li>• Preparing researchers for media interviews</li> <li>• Liaising with partner organisations' communications offices for collaborative research</li> <li>• Referring reputational matters to appropriate Faculty management, and assist with interventions as required</li> </ul>	<ul style="list-style-type: none"> <li>• Research stories are regularly identified and pitched to local, national and international media</li> <li>• Press releases are adapted or written and achieve a good uptake in the media</li> <li>• Appropriate interventions to reputational matters are initiated</li> </ul>
4	Strategic internal Communications	5%	<ul style="list-style-type: none"> <li>• Reviewing and updating internal strategies on an ongoing basis to ensure appropriate, efficient and effective communications with staff, postdoctoral fellows and students</li> </ul>	<ul style="list-style-type: none"> <li>• Efficient, effective and timely communication of relevant information to targeted audience.</li> </ul>

5	Ad hoc activities	5%	<ul style="list-style-type: none"><li>• Conducting other <i>ad hoc</i> activities as requested by line managers</li></ul>	<ul style="list-style-type: none"><li>• Assistance rendered as required</li></ul>
---	-------------------	----	---	---

### MINIMUM REQUIREMENTS

Minimum qualifications	B.Sc/ B.A in Media and Communications, Public Health, Social Science or other related field. Postgraduate qualification preferable.			
Minimum experience (type and years)	3 years' experience of developing institutional/corporate/organisational or educational communications including copywriting/editing, promotional writing and social media experience.			
Skills	<ul style="list-style-type: none"> <li>• Extremely good written and verbal English skills</li> <li>• High competency in use of Microsoft Office applications (including Word and Excel) and multimedia tools</li> <li>• Demonstrated ability to work across multiple social media platforms</li> <li>• Strong understanding of integration of new media and traditional communication channels</li> <li>• Ability to collect, assimilate, analyse and present data</li> <li>• Ability to successfully multi-task and work in a team</li> <li>• High level of attention to detail, project management, time management and organisation skills.</li> <li>• Photography skills advantageous</li> </ul>			
Knowledge	<ul style="list-style-type: none"> <li>• Understanding and experience of working with scientific, biomedical or health research</li> <li>• Understanding of journalistic ethics principles</li> <li>• Knowledge of different forms of communication (interpersonal, mass media).</li> <li>• Knowledge of health science sector stakeholders desirable</li> </ul>			
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'.)				
Competencies (Refer to <a href="#">UCT Competency Framework</a> )	Competence	Level	Competence	Level
	Analytical thinking / problem solving	Level 2	Information management	Level 2
	Written and verbal communication skills	Level 3	Professional knowledge and skill	Level 2
	Conceptual thinking	Level 2	Creativity and innovation	Level 2
	Attention to detail	Level 3	Initiating action / initiative	Level 2

### SCOPE OF RESPONSIBILITY

Functions responsible for	Maintaining the IDM website IDM Social media activities Producing communications material on FHS / IDM research
Amount and kind of supervision received	Direction from Faculty Manager (Research Enterprise), IDM Research Enterprise Manager, FHS Head of Communications and Marketing
Amount and kind of supervision exercised	Liaison with Communications staff (IDM, FHS, UCT)
Decisions which can be made	Social Media and Website Content and Design (based on policy guidelines and approved articles)
Decisions which must be referred	Academic content of articles; reputational matters

### CONTACTS AND RELATIONSHIPS

Internal to UCT	IDM Research Groups and Executive, Communications Officers from individual FHS research groups (e.g. CIDRI-Africa, Desmond Tutu HIV Centre, SATVI), FHS Research Office, FHS Communications and Marketing Office, UCT Central Research Office Communications team, Communications and Marketing Department, UCT.
External to UCT	Media Contacts; Communications Offices at partner organisations

**AGREED BY**

	PRINT NAME	SIGNATURE	CONTACT NO.	DATE
Position Holder				
Line Manager	Yolande Harley & Christle De Beer		X6086	9/10/2018
HOD	Ambroise Wonkam & Valerie Mizrahi		X6738	9/10/2018

# COMPLETING A POSITION DESCRIPTION

## HR191

### When do I use this form?

A position description is the basis of the employment contract between UCT and a staff member. It describes:

- the purpose of the position
- the position content
- where the position fits into an organisational structure
- the principal accountabilities, roles and responsibility of the position holder
- the minimum requirements needed of the position holder

A position description must be completed for all positions at UCT, both academic and PASS.

This form is completed, or reviewed and amended, when:

- a position is new, before recruitment
- substantive functions are added or removed from a position
- the position holder is new

This form is used as the basis for:

- recruitment
- performance management
- performance development



#### Note

- This position description informs many other human resources and people management processes.
- This position description is a living document and must be reviewed and updated regularly, preferably every 3-4 years.
- This position description is a summary of the typical functions of the position, but is not an exhaustive or comprehensive list of all possible position tasks and duties. UCT is entitled to instruct the position holder to carry out additional duties or responsibilities, which may fall reasonably within the ambit of the position description, or in accordance with operational requirements.

### How do I complete this form?

- The position description indicates the requirements of the position in relation to the organisation, not the person. Describe the position, not the position-holder.
- The position description describes the position, not the performance required.
- The position description denotes a clear description of the position that is observable.
- Describe the position as is, not as imagined or as it could or should be done.
- Assume proper and competent performance of the position -holder.
- Examine typical incidents that occur in the position. Disregard any unlikely events or once-off incidents.
- Give careful consideration to employment equity legislation and take great care not include anything that could be deemed as discriminatory.

Complete all fields as follows:

<b>Position title</b>	The label or name of this position. Consideration is given to other titles in the department and to standard UCT position naming conventions. The latter are obtainable from your <a href="#">HR Practitioner</a> , from the UCT Jobs Catalogue.
<b>Job title</b> (HR Practitioner to provide)	The SAP position title of this post. Obtainable from your <a href="#">HR Practitioner</a> , from the UCT Jobs Catalogue.
<b>Position grade</b>	The current position grade of this position, if it exists (if known).
<b>Date last graded</b>	The date on which the position was last graded, if it has been graded (if known).
<b>Academic faculty / PASS department</b>	The academic faculty / PASS department in which the position sits.

<b>Academic department / PASS unit</b>	The academic department / PASS unit in which the position sits.
<b>Division / section</b>	The division / section in which the position sits.
<b>Date of compilation</b>	The date on which the position description was compiled, updated or reviewed.
<b>Organogram</b>	The departmental structure and reporting lines of the position, with the grades of these positions. Include line manager, line manager's manager, all subordinates and colleagues.
<b>Purpose</b>	A summary of the position which describes the overall purpose, function or role of the position. No more than two or three sentences. Clearly distinguishes the position from other positions, and links the position to the objectives of the faculty, department and university. Begins with the words: "The purpose of the position is ..."
<b>Key performance areas (KPA)</b>	A list of the most visible actions, essential functions, key areas of responsibility or high-level responsibilities. Provides broad categories of tasks and activities. List in order of importance or time spent. KPAs must support the organization's goals, and be within the position-holder's influence. Full time staff members have between five and eight KPAs.
<b>% of time spent</b>	The percentage of time spent on each key performance area.
<b>Inputs</b>	<p>A list of the particular projects or groups of responsibilities, activities, processes and tasks, linked to a KPA that the position must achieve. Describes how the key performance area is performed by outlining the methods, decision processes, judgments, techniques, tools used. Write in a clear, measurable way that states specifically what is expected and the standard to which it must be performed:</p> <ul style="list-style-type: none"> <li>• Accurately convey the level of complexity, responsibility and scope</li> <li>• Write at least one associated input for each KPA</li> <li>• Keep as simple and brief as possible</li> <li>• Begin each sentence with an action verb, in the present tense</li> <li>• Sentences must be outcome-based, containing an action, an object and a purpose</li> <li>• Cluster tasks into a list of fewer, broad (but still specific) responsibilities</li> <li>• Refer to operational manuals, policies or to agreed procedures, rather than include the detail of tasks</li> <li>• Avoid <ul style="list-style-type: none"> <li>○ descriptive adverbs and adjectives (e.g. 'Quickly types basic documents', 'Efficiently processes difficult queries')</li> <li>○ pronouns</li> <li>○ jargon</li> <li>○ abbreviations (e.g. 'mgs', 'docs')</li> <li>○ 'tired words' (e.g. 'Manages', 'Contributes to', 'Assists with')</li> <li>○ names</li> </ul> </li> </ul>
<b>Outputs</b>	A list of the main outputs or expected end results to be achieved, linked to the input. Should be specific to the position and the position must be directly accountable for them. Write in a clear, measurable way that states specifically what is expected and the standard to which it must be performed (e.g. quantity, quality, cost and time).
<b>Minimum qualifications</b>	The minimum qualification that would give the incumbent the skills and knowledge or training required to perform the position. Does not include desirable qualifications. Include NQF level where possible. May not be the qualification of the current incumbent.
<b>Minimum experience</b>	The minimum number of years and type of experience that would give the incumbent the experience required to perform the position. Does not include desirable experience. May not be the experience of the current incumbent.
<b>Skills</b>	The minimum skills or technical know-how required to perform the position. Does not include desirable skills. May include languages or software skills. (E.g. Intermediate level Excel).

<b>Knowledge</b>	The minimum knowledge required to perform the position. Does not include desirable knowledge. (E.g. Knowledge of UCT's academic administrative systems).
<b>Professional registrations or licenses</b>	The required professional registrations, industry certifications or licences required to perform the position. Does not include desirable ones.
<b>Other requirements</b>	Any other absolute minimum requirements required to perform the position. Does not include desirable requirements. Great care must be taken to ensure that these requirements are in no way discriminatory, and expert advice and assessment must be sought from your HR Practitioner.
<b>Competencies</b>	The minimum competencies (behavioural traits) required to perform the position. Does not include desirable requirements. A guide to UCT competencies and levels can be found <a href="#">on the HR website</a> . This guide provides a comprehensive list of competencies for all Academic and PASS positions at UCT, and descriptions of how these competencies look at different levels of positions. Some competencies are required by all positions at UCT.
<b>Scope of responsibility</b>	The areas to which responsibility extends, the kind of supervision it receives, the kind of supervision it exercises, the kinds of decisions made by this position, and the kind of decisions that are referred elsewhere.
<b>Contacts and relationships</b>	A listing of the people, departments or organisations that this position deals with regularly, internal and external to UCT.
<b>Agreed by</b>	The position-holder, line manager and HOD agree to the contents of the position description.

## Where do I send this form?

Once completed and signed, a copy should be kept by both the line manager and the position-holder (where there is one).

A copy of this form is sent together with the relevant documentation to the relevant persons, in the following processes (amongst others):

- Recruitment
- Position evaluation
- Performance management exceeds awards

## What other forms do I need to complete?

None.

## What other documentation must be attached?

Attach any other documentation which assists in describing the position.

## Where can I get further assistance?

You can contact your [HR Practitioner](#) for more assistance in either the design of a position or the development of a position description.

Further information can also be found in the following places:

- [Development Dialogue resource guide](#) for PASS staff
- [Academic performance planning, performance reviews and staff development](#)
- [The UCT Competency framework](#)
- The UCT Jobs catalogue