

UCT GSB Workplace Experience Programme Marketing & Event Graduate Internship

The Marketing Graduate Intern will work alongside the marketing team of the Business Development Unit UCT's Graduate School of Business.

The main purpose of this position is to contribute and assist in the development, coordination and delivery of communication resulting from the implementation of the Marketing strategy and plan. Working closely with the Marketing Team, the role includes content development, social media management, advertising, event implementation, administration, bulk mail distribution, database management and reporting. Responsibility includes generating compelling and high quality content for social media, assisting the organisation with campaigns and event implementation, and transmitting our set of values in every activity and communication.

The duration of this contract is one full year only at a salary of R10 000 per month. Mentors will assist with the following:

- a) managing the internship
- b) supervising the intern
- c) allocating tasks and practical work assignments
- d) assessing performance and progress
- e) coaching and mentoring, offering advice, knowledge, insight and on-the-job training
- f) related administration

Learning outcome post the internship will include an understanding of:

- a) the importance of properly implementing the department strategy and how it fits into the overall company goals
- b) how the education industry works
- c) the importance of budget planning
- d) timelines and importance of adhering to deadlines
- e) an individual's role as part of a functional team

JOB CONTENT

- Writing and content development
 - Plan and implement social media calendar according to required deadline and approval process for sign-off.
 - Research and write and/or curate clear and compelling content for social media according to Communication Strategy. Generate leads for content, systems to surface content, and a contact list within the university and wider network to source information.

- Social media management
 - Upload content via the social media management system.
 - Oversee the timely response and management of UCT GSB's social media platforms.

- Advertising
 - Ensure that communication and advertising is reflected on all UCT and GSB platforms (i.e. online events calendar, notice boards, GSB digital screens, partner social media channels, GSB website, GSB newsletters).
 - Ensure compliance with the UCT and GSB Web Content Management Policy and Social Media Policy.

- Event implementation
 - Oversee the registration and branding set up at each event, photography, live tweeting, archiving photos and sharing via social media.

- Administration
 - Attend marketing meetings and take minutes.
 - Assist the Marketing team with adhoc tasks as and when required.

- Bulk mail distribution
 - Assist with customising and then disseminating bulk mailers / reminder emailers / direct mailers / newsletters etc.



- Database management
 - Ensure newsletter sign-up sheets are displayed on the front desk and at all events.
 - Keep the GSB CRM database up-to-date, importing new data, updating records and performing the necessary cross checks as well as providing database information or reports to internal stakeholders.
 - Maintain and grow the respective department's database.
 - Ensure that information is up to date and accurate.

- Reporting
 - Compile monthly social media and website stats.
 - A detailed document of key data for all campaigns is done and communicated in order to rate the success of each campaign.

QUALIFYING CRITERIA

- Should have completed their degree in one of the following preferred fields: Bachelor's Degree / Marketing / Digital Marketing / Communications / Events / Public Relations / Business Science / Advertising
- 1 years' experience in the Marketing / Events / Digital field is ideal but not a prerequisite
- Strong verbal and written communication skills required
- Proficiency in Microsoft Word, Excel, Internet, and Outlook required
- Proficiency with social media (Twitter, Facebook, LinkedIn) and digital tools (Dropbox and Google Drive) advantageous
- Must have excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment
- Must have excellent interpersonal skills and follow-up skills
- Proactive problem prevention and issue resolution leadership ability
- Leadership potential
- Strong verbal and written communication skills required
- Ability to work independently and as part of a team

APPLICATION PROCESS

To apply, please visit <http://www.gsb.uct.ac.za/workforus>, select the job you wish to apply for, follow the brief registration process at the bottom of the advert and submit the following documents:

- UCT Application Form (download at <http://forms.uct.ac.za/hr201.doc>)
- Cover letter motivating your application
- Curriculum Vitae (CV)

Please ensure the title and reference number are indicated on the application form. An application which does not comply with the above requirements will be regarded as incomplete. Only shortlisted candidates will be contacted.

Reference number: E70906

Closing date: 15 September 2017

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 African South African candidates.