

NOTES

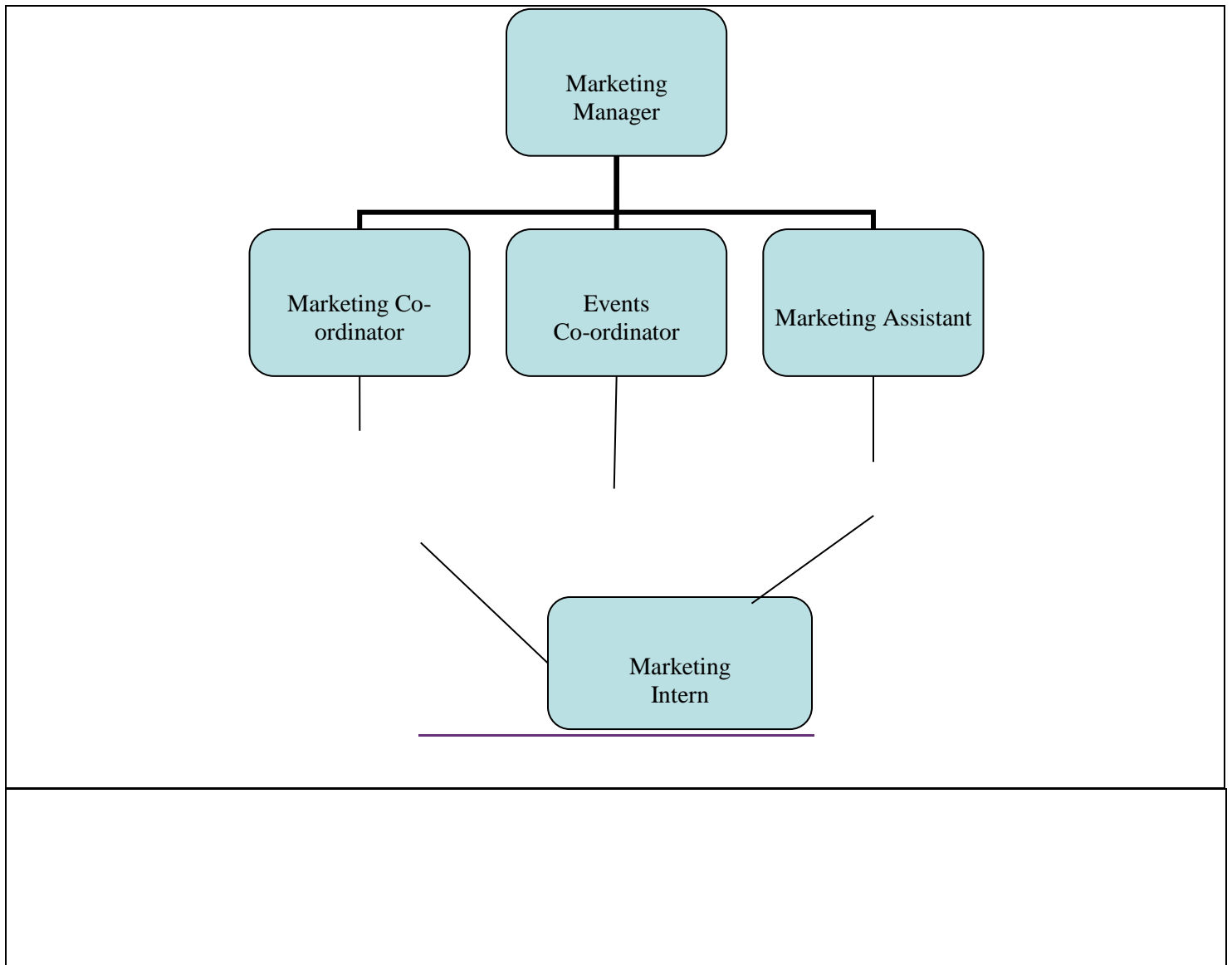
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of job descriptions.
- A copy of this form is kept by the line manager and the job holder.

POSITION DETAILS

Position title	Graduate Intern: Marketing
Job title (HR Practitioner to provide)	
Job grade (if known)	5
Academic faculty / PASS department	PASS
Academic department / PASS unit	GSB Marketing Department
Division / section	UCT Graduate School of Business
Date of compilation	30 August 2017

ORGANOGRAM

Marketing Organogram



PURPOSE

This marketing position is positioned across the Graduate School of Business and report into (but not limited to) the GSB marketing department.

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 and Events Co-ordinator) 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.

JOB CONTENT

Key performance areas (4 – 6) (What)		% of time spent	Activities / Objectives / Tasks (How)	Results / Outcomes (Why)
1	Writing and content development	20%	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	Effective communication is in place to support the respective department's business objectives. Relevant, compelling and targeted content material is developed for print and online media platforms for key stakeholders.
2	Social media management	25%	Upload content via the social media management system. Oversee the timely response and management of Solution Space social media platforms	The respective department's social media platforms act as an effective marketing and information tool and is up-to-date and accurate at all times.
3	Advertising	20%	Ensure that communication and advertising is reflected on all UCT and GSB platforms (i.e. online event 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	Advertising and communication is reflected across all UCT and GSB platforms and is kept up to date. The respective department's site complies with the UCT Web Content Management Policy.
4	Event implementation	10%	Oversee the registration and branding set up at each event, photography, live tweeting, archiving photos and sharing via social media	Overall effective management of the communication functions of the various events.
5	Administration	5%	Attend marketing meetings and take minutes. Assist the Marketing team with adhoc tasks as and when required.	Department is informed and also shares latest updates. Team support provided as needed.
6	Bulk mail distribution	5%	Assist with customising and distributing bulk mailers / reminder emailers / direct mailers / newsletters etc.	Regular communication with relevant stakeholders.

7	Database management	5%	<p>Ensure newsletter sign up sheets are displayed on the front desk and at all events.</p> <p>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.</p>	<p>Maintain and grow the respective department's database.</p> <p>Ensure that information is up to date and accurate.</p>
8	Reporting	5%	<p>Compile monthly social media and website stats.</p>	<p>A detailed document of key data for all campaigns is done and communicated in order to rate the success of each campaign.</p>
9	Newsletter Co-ordination	5%	<p>Co-ordination of newsletter articles and stories</p>	<p>Distribution and approvals deadlines met</p>

MINIMUM REQUIREMENTS

Minimum qualifications	<ul style="list-style-type: none"> • Should have completed or be in their final year of completion of their degree. • Degree preference : Bachelor's Degree / Marketing / Digital / Communications / Events.
Minimum experience (type and years)	<ul style="list-style-type: none"> • 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

COMPETENCIES

Competence	Level	Competence	Level
Communication	1	Research support skills	1
Written communication	1	Planning and organizing / Work management	1
Professional Knowledge & Skill	1	Teamwork / collaboration	1
Analytical thinking / problem solving	1	Creativity and innovation	1
University awareness	1	Information management	1

AGREED BY

	PRINT NAME	SIGNATURE	CONTACT NO.	DATE
Job Holder				
Line Manager				
HOD				