



MARKETING AND COMMUNICATIONS COORDINATOR (Permanent; Payclass 10)

International Academic Programmes Office (IAPO)

The University of Cape Town is one of the world's top research-led universities producing graduates whose qualifications are internationally recognised, locally applicable and underpinned by values of engaged citizenship and social justice.

We invite applications from suitably qualified and experienced persons for the **Marketing and Communications Coordinator: IAPO** which is a permanent post directly accountable to the Director: IAPO.

The purpose of this position is to work with the Managers of the International Academic Programme Office (IAPO) and to draft programme level marketing and communications plans; and to execute these plans using different platforms and media in support of the Internationalization agenda of the University.

Requirements for the job:

- An appropriate university degree (NQF level 7) in Marketing, Communication or related disciplines and 3 years' relevant experience in a marketing, advertising and promotions, communications or in public relations environment.
- Demonstrable experience and knowledge of digital marketing and advertising.
- Excellent experience in the use of social media, online platforms, analytics and metrics for measuring the success of marketing campaigns.
- Proven ability to work independently, collaboratively and as an effective team member and to build and maintain relationships with internal and external customers.
- Excellent written and verbal communication skills (written and verbal) and proficiency in English
- Experience and knowledge of general marketing tactics and trends in higher education, preferably in the internationalization higher education environment.
- The ability and flexibility to work outside normal working hours.

The following will be advantageous:

- An Honours degree or an equivalent Post Graduate qualification (NQF level 8).
- Experience in working with brands and exposure to online communication and distribution channels.
- Experience in marketing to international audiences.

Responsibilities:

The role involves the core activities of marketing, communications, brand management, website management, social media, and advertising/ digital marketing campaigns in IAPO through:

- Developing and implementing a comprehensive local and international marketing and communication strategy for the IAPO.
- Developing and implementing of specific strategies for excellent internal and external stakeholder relations.
- Building, developing and fostering strong internal relations with UCT stakeholders for sustainable relationships and partnerships.
- Developing and managing advertising and marketing campaigns in line with the unit's overall marketing and communications strategies and goals.
- Managing external marketing and recruitment vendors and service providers.
- Maintaining the department's websites and digital platforms (including social media) with high-quality content and managing them for optimal search engine visibility.
- Monitoring analytics and digital metrics and using them to advise on IAPO's online presence/ visibility and digital marketing campaigns to drive recruitment.
- Generating content and copy.
- Supporting the section Managers in coordinating and executing IAPO's advertising and promotions plans and campaigns on appropriate print and digital platforms.
- Facilitate the collation and presentation of IAPO reports.
- Support IAPO in increasing its digital presence and delivery; and in innovating in moving its offerings online.
- Coordinating the benchmarking, research, monitoring and evaluation, analysis and reporting of marketing and communications activities and outputs.

The annual cost of employment, including benefits (*where applicable*), is between R520 246 and R612 053.

To apply, please e-mail the below documents in a **single pdf file** to Ms Natasha Khan at recruitment06@uct.ac.za

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

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. Only shortlisted candidates will be contacted and may be required to undergo an assessment.

Telephone: 021 650 3469

Website: <http://www.international.uct.ac.za/>

Reference number: E210403

Closing date: 30 November 2021

UCT is a designated employer and is committed to the pursuit of excellence, diversity and redress in achieving its equity targets in accordance with the Employment Equity Plan of the University and its Employment Equity goals and targets. Preference will be given to candidates from the under-represented designated groups. Our Employment Equity Policy is available at www.hr.uct.ac.za/hr/policies/employ_equity

UCT reserves the right not to appoint.