

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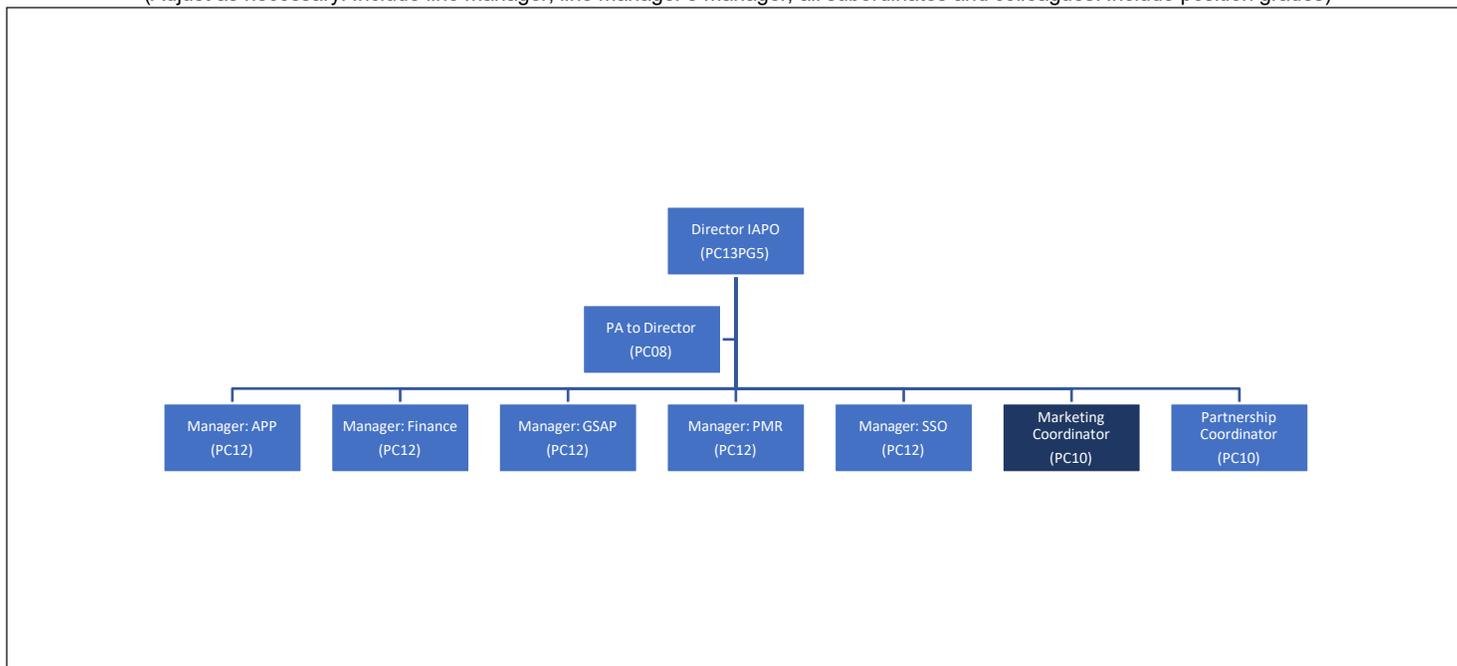
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Marketing and Communications Coordinator		
Job title (HR Practitioner to provide)	Communications and Marketing Specialist		
Position grade (if known)	PC10	Date last graded (if known)	2019
Academic faculty / PASS department	PASS		
Academic department / PASS unit	International Office (IAPO)		
Division / section			
Date of compilation	July 2019		

ORGANOGRAM

(Adjust as necessary. Include line manager, line manager's manager, all subordinates and colleagues. Include position grades)



PURPOSE

The purpose of this position is to work with the Managers of the International Academic Programme Office (IAPO) to provide support in drafting 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.

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

- Developing 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.
- 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.

CONTENT

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
1	Website and social media management	25%	<ul style="list-style-type: none"> Design, develop, update and maintain section and department websites as required, liaising with Director, section Managers and institutional communications roles/ departments for content and look & feel. Manage website(s) for maximum search engine visibility through content management, blogging and sharing across different platforms (including social media). Proactively monitor digital metrics and analytics and use them to develop reports on the success of marketing campaigns, making recommendations for enhancement where necessary. In consultation with section Managers and with reference to agreed marketing and communications plans, manage and maintain the department's social media accounts, uploading regular content and copy for SEO and customer engagement, and responding to posts and questions as appropriate. Draft copy and content for different media/ platforms (including website, social media, blogs, newsletters and print copy). Create a suitably branded newsletters and communications for external and internal audiences and create content for quarterly release. 	<ul style="list-style-type: none"> Section and department websites, copy and materials are visually pleasing, accessible, and accurate/ up-to-date; and comply with UCT policies, processes, and best practice for website management. There is high visibility of IAPO on search engines and digital channels. Communications and materials are suitably branded, visually pleasing, accurate and user-friendly. Newsletters and other digital copy are released on a regular basis (quarterly for the department and programme-specific as agreed). Social media accounts are monitored daily with live interactions with external users. All questions are answered and relevant content is maintained on social media accounts. Digital platform analytics are regularly monitored and analysed with reports to the Director and Managers on the implications with recommendations on how to respond. Websites, social media and digital platforms are used to effectively and cost-efficiently market the department's offerings and to run programme-specific campaigns. The success of IAPO's digital presence and marketing campaigns are evidenced by increased enquiries and student enrolments.
2	Marketing and communications strategy <u>and</u> campaigns	25%	<ul style="list-style-type: none"> Support the Director and section Managers in drafting and implementing marketing plans. Support the section managers in designing and implementing programme specific marketing and recruitment campaigns and projects using internal and external digital platforms in pursuit of identified and measurable outcomes. Draft copy and content for digital platforms and marketing materials; and assist with proof-reading and copy-editing. Using metrics and measurable outcomes, draft reports on the impact and outputs of projects and marketing campaigns, making recommendations for enhancement where necessary. 	<ul style="list-style-type: none"> The Director and section Managers have the tools and support to draft and deliver a comprehensive marketing plan. Advertising and promotional campaigns are aligned with the corporate brand and are visible, accessible, cost-effective and result in increased enquiries and student enrolments. Marketing campaigns and projects are properly managed to ensure they deliver on the identified goals/ objectives within agreed timeframes. IAPO is advertised and promoted across a range of media and platforms.
3	Marketing collateral, brand management, advertising and promotions	20%	<ul style="list-style-type: none"> Manage IAPO's templates and materials in line with the UCT brand and expected formats. Advise on, coordinate and execute marketing and recruitment campaigns, identifying the most appropriate media or platforms for their successful execution, and monitoring their performance against expected goals and outcomes. Manage IAPO's relationship with service providers/ vendors, ensuring they have appropriate content, deliver outputs by agreed deadlines and the account is well-managed. 	<ul style="list-style-type: none"> IAPO's marketing materials and campaigns reflect the UCT brand and promote international offerings. Accounts with vendors/ service providers are well-managed: materials or digital output is received by deadline, invoicing and payments are prompt. Programmes and events are appropriately advertised and promoted on a range of platforms including social media, banner adverts, pay per click campaigns, recruitment websites, mobile adverts, google ad words etc.

Key performance areas	% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
		<ul style="list-style-type: none"> • Engage with internal and external stakeholders to ensure that the IAPO is communicating its marketing and communication strategy effectively and that the IAPO maintains good relationships with its key target audiences. • Source and order promotional materials and corporate gifts. • Maintain adequate stocks of materials to support the department's events and meet its promotional needs. • Plan and coordinate marketing events (e.g. Open Day, parents' orientation, conferences abroad, recruitment fairs etc). 	<ul style="list-style-type: none"> • IAPO promotional and marketing materials, stationery and equipment is up to date and appropriately branded. • There is adequate stock on demand for promotional events and visits; and a register is kept of all stock and associated expenditure. • IAPO is well-represented at UCT events and are able to effectively promote offerings and services for international students. • Staff participants in external events have all the support and materials they need to effectively promote UCT's offerings and raise student enrolments.
4	20%	<ul style="list-style-type: none"> • Conduct market research into similar international offerings to ensure IAPO is internationally competitive. • Benchmark marketing and communication trends in higher education and in internationalisation both nationally and internationally. • Assist in collating information for the annual IAPO report and work with the Director to produce a professional brand-aligned publication. • Create a system for monitoring the impact of IAPO marketing and advertising campaigns and prepare regular reports for the Director's use in evaluating the department's marketing strategy and plan. 	<ul style="list-style-type: none"> • IAPO's position in relation to the international market is tracked and evaluated and recommendations are made for how to raise UCT's profile and attract more students or open new source markets. • IAPO's marketing and communications practices are aligned with sector practices and reflect best practice. • The Director and section Managers are informed of new practices or offerings from competitor institutions. • The impact and effectiveness of marketing campaigns and projects are measured and monitored with presentations and reports on outcomes by agreed deadlines. • All platforms on which IAPO has a presence are effectively maintained and monitored. • The annual report highlights the department's achievements, contains relevant and up-to-date information, and is well-presented and accessible.
5	10%	<ul style="list-style-type: none"> • Design of marketing and promotional materials as required. • Take photographs of IAPO and other key events when required. • Source suitable images and video footage for publications, social media and online use. 	<ul style="list-style-type: none"> • Designs, photographs, videos and images are sourced and produced timeously, and are visually pleasing and brand-aligned.

MINIMUM REQUIREMENTS

Minimum qualifications	An appropriate university degree (NQF level 7) in Marketing, Communication or related disciplines or an equivalent qualification and 3 years' experience. An Honours degree would be an advantage.			
Minimum experience (type and years)	<ul style="list-style-type: none"> • Three years recent and relevant experience in a marketing, advertising and promotions, communications or in public relations environment. • Experience and knowledge of general marketing tactics and trends in higher education or similar environment. Experience in marketing to international audiences would be advantageous. • Experience and knowledge of digital marketing and advertising. • Experience in the use of social media, digital marketing and advertising, and 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. • Experience in working with brands and exposure to online newsletters and distribution methods would be advantageous. 			
Skills	<ul style="list-style-type: none"> • Competence in managing and maintaining social media, digital marketing platforms and digital analytical tools. • Excellent written and verbal communication skills (written and verbal) and proficiency in English. • Copywriting, copy-editing and proofreading skills. • Good presentation skills and techniques. • Ability to develop and maintain websites, including basic HTML. Ability to work with Drupal advantageous. • Basic to intermediate digital design and use of relevant applications (Adobe Creative Suite InDesign, Illustrator, Photoshop in particular). • High level of attention to detail in all functions. • Proficiency in MS Office software including in the use of the latest versions of Word, Excel, PowerPoint, Publisher, Outlook and Teams. • Interpersonal skills and ability to work within various teams across multiple disciplines. 			
Knowledge	Marketing and communication principles.			
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'.)	<ul style="list-style-type: none"> • Honesty and integrity • Teamwork • Professionalism 			
Competencies (Refer to UCT Competency Framework)	Competence	Level	Competence	Level
	Adaptability/ flexibility/collegiality	2	Planning and organizing/work management	2
	Analytical thinking/problem-solving	2	Professional knowledge and skills	2
	Attention to detail	2	Quality commitment/work standards	3
	Building interpersonal relationships	2	Results focus and follow up	2
	Client/student service and support	2	Stress tolerance	2
	Communication (verbal, written, formal presentation)	3	Teamwork/collaboration	3
	Creativity and innovation	2	University awareness	2
Information management (website/content/systems)	2			

SCOPE OF RESPONSIBILITY

Functions responsible for	Delegated tasks and duties as per job description and as given by Head and section Managers.
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Amount and kind of supervision received	Supervised by Head and section Managers.
Amount and kind of supervision exercised	Basic supervision of junior staff in the section.
Decisions which can be made	Recommendations and suggestions on tasks and projects to be referred to Head for consideration.
Decisions which must be referred	Those impacting the overall delivery and execution of the task and project at hand.

CONTACTS AND RELATIONSHIPS

Internal to UCT	Fellow colleagues and counterparts at similar level within department and university.
External to UCT	Suppliers and service providers and counterparts at other similar organisations.