



SENIOR COMMUNICATION & MARKETING SPECIALIST: INTERNAL COMMUNICATION AND ERESEARCH

(3-Year Contract)

Global Strategy and Visibility Research Office

UCT's Research Office seeks a competent and experienced communication and marketing specialist to join our vibrant Global Strategy and Visibility team – and specifically, the communication and marketing hub within that team – in the post of communication and marketing specialist for internal and eResearch.

The post is a contract for three years, starting April 2021.

The successful candidate will provide dedicated communications support for the UCT research community to share information and raise awareness about relevant research-related policies, services and systems. S/he must have an excellent knowledge of communications best practice, ethics and judgement. An interest in, and knowledge of, South Africa's higher education sector, particularly related to research and internal communications, would also be advantageous.

The specialist will be expected to develop and implement a communication strategy using a range of channels, including digital, print and face-to-face, to ensure researchers are kept up to date with changes in the research landscape at UCT and globally, where relevant. This will include attending relevant committees and meetings, writing, editing proofreading and disseminating content, maintaining the websites and social media that fall within this remit, produce content for, and in some cases design, marketing material such as brochures and posters.

Requirements:

- A degree in journalism/communication science or relevant tertiary qualification (NQF7).
- At least five years' media, corporate communications or marketing experience, preferably in a higher education environment.
- At least three years' professional writing and editing/proofreading experience.
- Some professional social media experience.
- Some web publishing experience.
- Proven ability to develop and implement communications strategy and/or campaigns.
- Excellent written and verbal English skills.
- Ability to rework jargon and policy writing into readable, personable information.
- Advanced marketing and communication skills.
- Intermediate project management skills.
- Basic design skills.
- Competence in basic HTML coding, content management systems and web publishing.

The following would be advantage:

- Some knowledge of the research process, internal communications and eResearch.
- Experience and skills in stakeholder management.

Responsibilities:

- To develop and implement communication strategies for internal stakeholders of research support.
- To build relationships and work with stakeholders from across the university (academic and staff departments) to identify key issues that need to be communicated to the research community at UCT.
- To write and vet a range of copy for various platforms, and identify suitable topics and stories.
- To manage digital and online communications, including newsletters, websites and social media relevant to this portfolio.
- To conceptualize, take main responsibility for and maintain oversight of a number of relevant projects relevant to this portfolio, including annual reports.
- To support the wider communications team within the Global Strategy and Visibility directorate.

The annual cost of employment, including benefits, is between **R 615 025** and **R 723 556**.

To apply, please e-mail the below document in a **single pdf file** to: Mrs Natasha Khan at recruitment07@uct.ac.za

- UCT Application Form (download at <http://forms.uct.ac.za/hr201.doc>),
- Motivation letter,
- Curriculum Vitae (CV), and
- Three writing samples (one unedited), preferably showing a range of writing styles, topics and mediums.

Please ensure the title and reference number are indicated in the subject line. An application that does not comply with the above requirements will be regarded as incomplete. Only shortlisted candidates will be contacted and may be required to undergo a competency test.

Telephone: 021 650 3469

Website: www.research.uct.ac.za

Reference number: E210116

Closing date: 05 February 2021

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 South African candidates (i.e. African, Coloured and Indian) and persons with disabilities.

UCT reserves the right not to appoint.