

NOTES

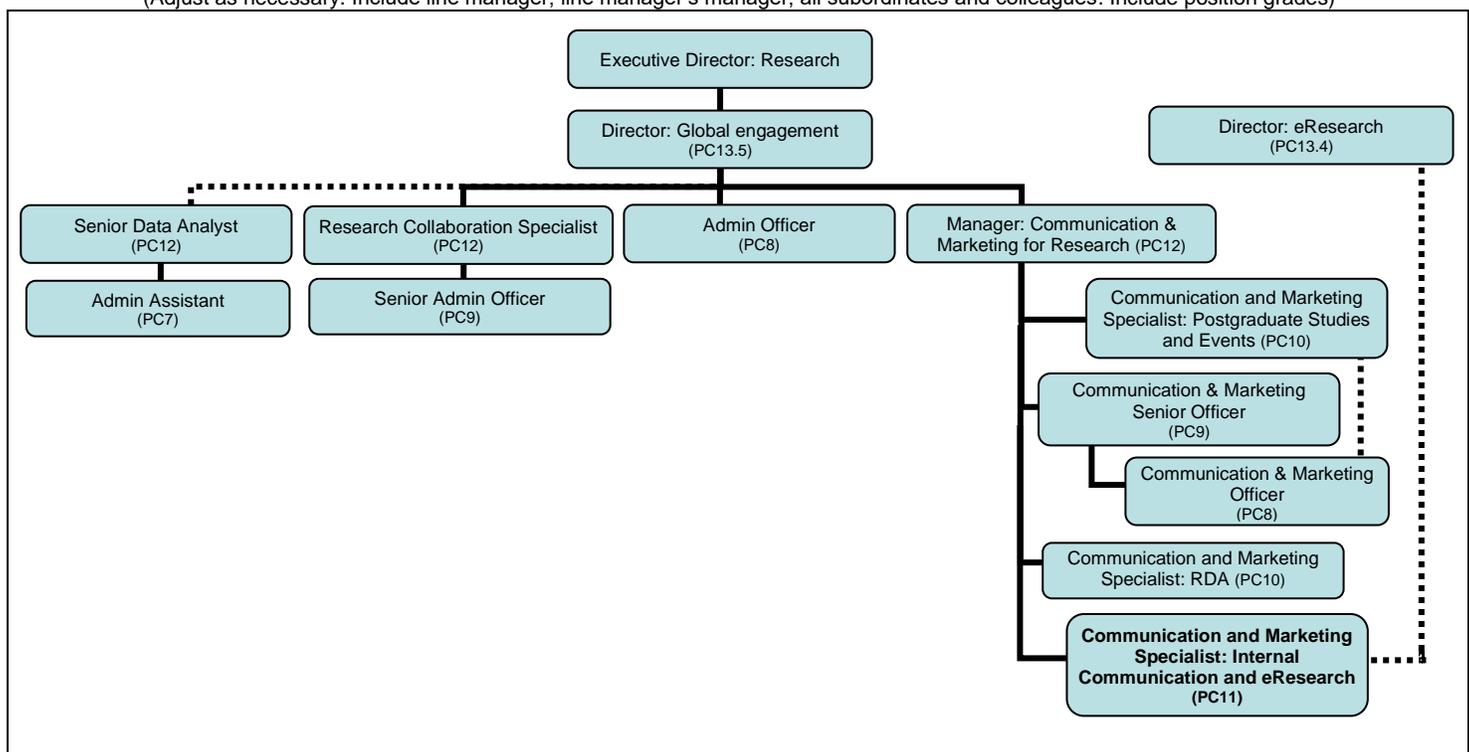
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Communication and Marketing Specialist: Internal Communication and eResearch		
Job title (HR Practitioner to provide)	Senior Comms & Marketing Specialist		
Position grade (if known)	PC11	Date last graded (if known)	May 2020
Academic faculty / PASS department	Research Office		
Academic department / PASS unit	Global Strategy and Visibility		
Division / section	N/A		
Date of compilation	26 March 2020		

ORGANOGRAM

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



PURPOSE

The main purpose of this specialist communication and marketing position is to provide dedicated communications support for the UCT research community to share information and raise awareness about relevant research-related policies, services and systems. Through a shared services model, the incumbent will work with a range of research-related PASS departments that support research at UCT: the Research Office (including Research Support Enterprise, Postgraduate Studies and Researcher Development, and the Office of Research Integrity), eResearch and other data-intensive research initiatives, and Research Contracts and Innovation.

This role involves developing and implementing a communication strategy using a range of channels, including digital, print and face-to-face, to ensure researchers at UCT are kept up to date with changes in the research landscape at UCT, and supporting research impact communications by researchers.

The incumbent will be based in the UCT Research Office within the Global Strategy and Visibility unit with a dotted line of reporting to the eResearch Director, and will be an integral part of a hub of expertise on communication and marketing for research. He/she will develop, implement and monitor a comprehensive marketing and communication strategy to increase the visibility of research, research

support service and data-intensive research at UCT, particularly internally. The incumbent will be expected to work and liaise with a range of UCT research support departments to keep abreast of the latest policies, services and systems relevant to researchers.

This is a 3-year contract post.

CONTENT

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
1	Development and implementation of communications strategies for internal stakeholders of research support	15%	<p>Work with relevant stakeholders across a range of research-related PASS departments to develop communications strategies for internal communications and eResearch.</p> <p>Develop short-term campaigns for specific policies, services and systems, issues or opportunities as required.</p> <p>Produce regular reports to assess and monitor the success of communications strategies and campaigns.</p> <p>Solicit feedback from target audiences (UCT's research community) to ensure communications strategies are having the desired effect.</p> <p>Research best practice in internal communications in other research environments and use this to inform UCT's strategies.</p>	<p>Effective communications strategies are developed, reviewed, approved and implemented.</p> <p>The communications strategies are regularly updated and kept relevant based on feedback.</p> <p>Effective campaigns are developed and implemented.</p> <p>Results are closely monitored and reported on.</p> <p>Researchers are informed of support policies, services and systems relevant to research, and any other news and updates of relevance.</p> <p>UCT internal communications strategies align with best practice.</p>
2	Client service and stakeholder engagement	15%	<p>Act as point person and maintain regular contact with managers and colleagues from research-related PASS departments, including the Research Office, eResearch and its partners (UCT Libraries, ICTS), and Research Contracts & Innovation.</p> <p>Work with staff across a range of PASS departments (e.g., Research Finance, Communication and Marketing Specialist: Postgraduate Studies and Events) and all faculties to identify key issues that need to be communicated to the research community at UCT and how best to do this.</p> <p>Attend and participate in meetings, committees and groups relevant to understanding and communicating research-related policies, services and systems.</p> <p>Build and maintain relationships with the UCT research community to identify issues, such as gaps in knowledge and understanding. This information should feed back into communications strategies.</p> <p>Conceptualise and plan face-to-face engagements in collaboration with relevant research support staff and market the events to the target audience.</p>	<p>Staff from relevant PASS departments are consulted and involved in communications and marketing projects.</p> <p>The incumbent is aware of existing and upcoming changes to relevant policies, services and systems, and proactively plans for and implements relevant communications.</p> <p>The incumbent understands how their audience views/interprets their communications and uses this information to improve their strategy.</p> <p>Where relevant, research support staff hold face-to-face engagements with researchers around changes in the research landscape and researchers are aware of these events.</p>

3	Science communication	20%	<p>Write and vet a range of copy, including for:</p> <ul style="list-style-type: none"> • UCT news site • Social media • Websites • Printed materials, such as brochures • Newsletters and emailers, including the Research Announcement and DVC Desk • Reports • Presentations and talking points. <p>Copy-edit and proofread content as required.</p> <p>Assist researchers with developing narratives for research impact assessments and to polish award applications.</p> <p>Identify potentially newsworthy eResearch stories and communicate them to the manager: communication and marketing for research.</p>	<p>All written communications are clear, understandable and error-free.</p> <p>UCT researchers are supported in their research impact endeavours.</p> <p>Potential eResearch stories are communicated to the rest of the team and published on relevant platforms as appropriate.</p>
4	Management of digital and online communications	20%	<p>Produce and distribute newsletter communications, including:</p> <ul style="list-style-type: none"> • Managing distribution lists • Liaising with the Communications and Marketing Department • Implementing design and layout of newsletters, including HTML coding where necessary. <p>Maintain and manage websites and web pages relevant to this portfolio (the Research Support Hub and eResearch websites), including ensuring</p> <ul style="list-style-type: none"> • Websites are kept up to date • Content is informative, useful, accurate and understandable. <p>Take main responsibility for relevant social media account(s), including the eResearch Twitter account.</p> <ul style="list-style-type: none"> • Ensure all social media content is relevant to and pitched correctly at the intended audience. • Post relevant content to maintain and grow social media presence and followers both locally and globally • Monitor and respond to questions and queries. <p>Proactively monitor and provide metrics and analytics on these communication channels.</p>	<p>Digital and online communications for UCT's research community</p> <ul style="list-style-type: none"> • align with strategic goals and UCT standards • are relevant to the target audience • are distributed timeously, up to date, informative, useful, accurate and understandable • read at a rate in line with or better than industry standards. <p>Metrics and analytics for these communication channels are monitored, analysed and communicated to the team on a regular basis.</p>

5	Project management	15%	<p>Identify when communication and marketing materials and other interventions would be beneficial to internal communications and eResearch. This may include reports, brochures, flyers, stickers; websites; workshops, face-to-face engagements and other events.</p> <p>Conceptualise, take main responsibility for and maintain oversight of these projects, as required.</p> <p>Develop, implement and track timelines and responsibility for delivery of elements of these projects.</p> <p>Act as point person for external suppliers and UCT colleagues to ensure projects in this portfolio are managed effectively, delivered on time, to budget and meet their intended objectives.</p> <p>Manage the compilation and production of the annual research report to Senate and Council.</p> <p>Conceptualise, contribute to and manage delivery of the annual eResearch report.</p>	<p>Relevant and feasible opportunities for marketing and communications projects are identified and actioned.</p> <p>Projects, including the eResearch report, are managed from start to finish and the required outputs are delivered and produced timeously.</p> <p>An effective relationship with consultants and suppliers is maintained.</p> <p>Work produced by suppliers enhances the goals of internal communications and eResearch at UCT.</p> <p>A suite of materials is available in both print and digital formats that helps to inform the research community of UCT policies, services and systems.</p> <p>Outputs are effectively marketed and distributed, and the intended audience is aware of them.</p>
6	Supporting the Global Strategy and Visibility Cluster	15%	<p>Working with the Global Strategy and Visibility Cluster to raise the profile of UCT research and internationalisation through:</p> <ul style="list-style-type: none"> • Website management • Marketing materials • Social media management • Project management • Writing and vetting copy. <p>Other relevant tasks as required.</p>	<p>The incumbent contributes on average 15% of their time to research and internationalisation communication and marketing, particularly at times when the other parts of their portfolio are not as demanding.</p>

MINIMUM REQUIREMENTS

Minimum qualifications	Degree in communication/marketing or relevant tertiary qualification (NQF7)			
Minimum experience (type and years)	At least five years in 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			
Skills	Extremely good written and verbal English skills Proven ability to develop and implement communications strategy and/or campaigns Ability to rework jargon and policy writing into readable, personable information Advanced marketing and communication skills Intermediate project management skills Writing and editing skills Basic design skills Competence in basic HTML coding, content management systems and web publishing			
Knowledge	Knowledge of communication and marketing, preferably within a higher education landscape Some knowledge of the research process would be an advantage Some knowledge of social media			
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'.)				
Competencies (Refer to UCT Competency Framework)	Competence	Level	Competence	Level
	Analytical thinking/Problem solving	2	Creativity and innovation	2
	Building interpersonal relationships	3	Planning and organizing/work management	2
	Building partnerships	2	Teamwork/collaboration	2
	Client/student service and support	2	University awareness	2

SCOPE OF RESPONSIBILITY

Functions responsible for	Responsibility for developing and implementing an internal research communications strategy; client service and stakeholder engagement; project management; writing, compiling and vetting copy; email newsletter distribution; website maintenance and content management; and social media management. Also, some responsibility for external visibility of UCT eResearch through funneling of relevant stories to the Global Strategy and Visibility cluster.
Amount and kind of supervision received	Minimal supervision; this post is expected to act largely independently, without daily supervision. However, the holder of the post should consult regularly with their line manager and at least monthly with the eResearch director.
Amount and kind of supervision exercised	None, other than overseeing projects that have been outsourced to external consultants.
Decisions which can be made	Day-to-day decision-making related to projects with the incumbent's portfolio, provided that these decisions do not have negative consequences for the Research Strategy and Visibility Cluster, the Research Office or UCT in terms of reputation, public perception and strategic importance.
Decisions which must be referred	Most other decisions will require consultation, e.g., where strategic focus should lie.

CONTACTS AND RELATIONSHIPS

Internal to UCT	Manager: communication and marketing for research, Research Office Global Strategy and Visibility Cluster Managers and PASS staff across a range of departments, including the Research Office directorates, Research Contracts and Innovation, UCT Libraries and ICTS, Research Finance Faculty PASS staff Communications and Marketing Department Academics and technicians
External to UCT	Consultants and suppliers