



DIGITAL AND MARKETING COORDINATOR (1 Year Contract)

UCT CAREERS SERVICE CENTRE FOR HIGHER EDUCATION DEVELOPMENT (CHED)

The University of Cape Town's Career Service invites applications from suitably qualified candidates for a one-year contract position as the DIGITAL AND MARKETING CO-ORDINATOR to fit in with its fast-paced and high quality output environment. Its stakeholders are all current and recently graduated UCT students, faculties, academics and employers.

The purpose of the role is to give the ideal candidate (talented, passionate and digitally savvy) an opportunity to grow and refine the Careers Service brand presence through communicating the breadth of its work on multiple platforms. Including but not limited to, the UCT Careers Service website; the CRM portal; the mobile app and the social media channels.

The Candidate must actively contribute to the conceptualisation of the digital marketing strategies and implement these conveying the breadth of the various services, projects, programmes and events to the stakeholders involved.

Please note: there is a strong writing, analytical and project management aspect to the role.

Requirements:

- An appropriate tertiary qualification in one of the fields of journalism, public relations, writing, digital marketing/advertising or online communication
- Minimum 2 years' collective experience in digital media and marketing communications
- Demonstrable experience in social media campaigns (Facebook, Twitter, LinkedIn, YouTube, etc.)
- Excellent digital copywriting and editing skills
- Experience in digital marketing techniques and web usability principles
- Experience with digital and online analytics tools
- Portfolio submission required. This should clearly demonstrate the ability to manage corporate digital marketing and social media. The Candidate should provide three (3) examples of original developed work, including 1 article/ brochure, 1 social media writing element, 1 strategy approach or 1 M&E report analysis
- Evidence of experience with Content Management Systems and general database knowledge
- The individual should be willing and able to work after-hours as and when required

Advantageous:

- Knowledge of UCT systems
- Additional certificates or courses (digital marketing, SEO copywriting, social media marketing, Google Analytics, or similar)

Responsibilities:

- Online Content Management
- Social Media Curatorship
- Event support and coverage
- Manage Stakeholder Relationships
- Engage in appropriate, continuous professional development to include ongoing currency of knowledge and technical expertise required for the post

Cost of employment, including benefits (*where applicable*), is between R210 303 and R391 060.

To apply, please e-mail the below documents in **one (1) pdf file** to Germaine Grammer at ddecdig&marketing@vula.uct.ac.za

- UCT Application Form (download at <http://forms.uct.ac.za/hr201.doc>)
- Cover letter, and
- Curriculum Vitae (CV)
- Portfolio must include three (3) examples of **original** developed work, which must include 1 article, 1 comprehensive social media selection which indicates writing ability and 1 strategy approach **or** 1 M&E report analysis done by the applicant.

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 a competency test.

The processes of shortlisting and notification will only take place during January 2018.

Telephone: 021 650 2497

Website: www.careers.uct.ac.za

Reference number: E71139

Closing date: 17 January 2018

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>

UCT reserves the right not to appoint.