



## **COMMUNICATIONS & MARKETING SPECIALIST: GLOBAL ENGAGEMENT**

(2-Year Contract)

**Research Office | Office of the Vice Chancellor**

The University of Cape Town's (UCT) Research Office and the Office of the Vice-Chancellor seek a highly competent and experienced communication and marketing specialist to join the Global Strategy and Visibility Directorate (GSV). The GSV is mainly focused on raising the international profile of UCT through strategic international partnerships and networks and through communication and marketing, particularly of research.

The successful candidate will initiate and manage communications and marketing projects related to the UCT's global engagement to raise the global profile of the university and the international visibility of its executive. This includes conceptualising, developing, and implementing a communication strategy for global engagement; devising marketing campaigns for and overseeing the production, generation, and distribution of a range of high-quality branding and marketing materials; and writing and editing copy. The incumbent will also manage a select number of high-level, centrally driven events for an international audience.

The incumbent must have an excellent knowledge of communication best practice. An interest in and knowledge of the higher education sector (locally and/or internationally) would be advantageous.

The incumbent will report to the Director: Global Engagement with a dotted reporting line to the Communication and Marketing Manager: Research, as part of a pilot project in the Office of the Vice-Chancellor.

The successful candidate will be able to work independently without day-to-day guidance, while also contributing to the joint objectives of the hub and its positive culture.

**The post is a contract for two years.**

### **Requirements**

- A degree in communication and marketing, journalism, media studies or other relevant tertiary qualification (NQF7).
- Extremely good written and verbal English skills.
- At least three years' experience in media, marketing & communications, of which at least two years should be within a higher education or research environment
- At least two years' experience doing the following:
  - Strategy development
  - Professional writing, editing, and proofreading
  - Professional events management
  - Professional social media; basic website management experience
  - Project management
- Basic design skills

### **The following would be advantageous**

- Knowledge of the international media landscape
- Experience working with the Adobe Creative Cloud suite

### **Responsibilities**

- Developing, implementing, and maintaining a communication and marketing strategy for UCT's international engagements, in consultation with the Director: Global Engagement.
- Management of high-level, centrally driven events that are leveraged to position UCT optimally internationally.
- Conceptualising, producing, and project-managing marketing materials for the target audiences, including working with designers to achieve this.
- Writing and compiling compelling content that is aligned with the strategic objectives of the strategy for UCT's international engagement.
- Managing one or more websites.
- Managing one or more social media accounts in a way that lifts the international profile of UCT and its executive.
- Creatively editing and stringently proofing copy.
- Engaging with a broad range of stakeholders both inside and outside the university to achieve the communication and marketing strategy for global engagement.
- Benchmarking and scoping of similar entities, and communications and marketing outputs.

The annual cost of employment, including benefits, is between **R 338 327** and **R 643 880**.

**To apply**, please e-mail the below document in a **single pdf file** to: [Ms Berenice Hendricks at berenice.hendricks@uct.ac.za](mailto:Ms.Berenice.Hendricks@uct.ac.za)

- UCT application form (download at <http://forms.uct.ac.za/hr201.doc>),
- Motivation letter (1 page),
- Curriculum Vitae (CV) maximum 2 pages,

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.

**Website:** [www.research.uct.ac.za](http://www.research.uct.ac.za)

**Reference number:** E22901

**Closing date:** 13 September 2022

*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](http://www.hr.uct.ac.za/hr/policies/employ_equity)*

UCT reserves the right not to appoint.