



# **DIRECTOR**

(Payclass 13(5))

## **OFFICE OF THE EXECUTIVE DIRECTOR**

### **COMMUNICATION & MARKETING DEPARTMENT**

The main purpose of this position is to develop, implement and monitor a strategic UCT communication and marketing plan according to the University's overall strategic goals. The incumbent is to implement this plan through the internal management of the CMD team in close liaison with the Executive Director: CMD, ensuring direct alignment of work with the institution's Executive.

The incumbent must ensure that all UCT offerings in the various communication platforms (online media, print, video, promotional and advertising material, events & stakeholder engagements) are of excellent quality that demonstrably contributes to the positioning of UCT globally.

We therefore seek a highly skilled, self-motivated, high-performing professional for this permanent post within the department.

#### **Requirements for this position:**

- Post-graduate degree (NQF9 level) or equivalent.
- At least 10 years of experience in the required area of work with an emphasis on skills across the communication, marketing & media sphere. This would include special focus on integrating communication, and preferably within a relevant academic administration environment.
- An established track record of managing communication issues at strategic level.
- At least three years management experience at a senior level in managing people, budgets and operations.
- High level of written and verbal communication skills coupled with sound interpersonal skills essential to this role as writing of reports and other documents are key aspects of this position.
- Ability to demonstrate that they can proactively respond to and manage crisis situations within a highly pressurized environment.
- Ability to work in a demanding and fast-paced environment.
- Key analytical thinking and problem-solving skills pertinent to operating at strategic levels.
- Coaching ability to effectively enable the professional development of others.
- Succinct decision-making and judgment capabilities with the required resilience and tenacity.
- Creativity and innovation in driving and promoting Communication & Marketing strategies via various communication mediums.
- A flexible and adaptable temperament to be able to effectively engage with multiple stakeholders within and external to the University.
- High level of computer literacy skills at an intermediate to advanced level (MS word, Excel, PowerPoint, outlook etc.).

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

- Knowledge of policy and procedures related to university administration.

#### **Responsibilities include:**

- Strategic Leadership in implementing a comprehensive, multi-layered visionary strategy enabling the institution to remain competitive and appropriately positioned on all media platforms.
- Key director leadership and management to efficiently deliver on UCT's overall goals in strict administrative & financial compliance with its policies and procedures. Excellent operational communication outputs are thereby imperative to ensuring overall business continuity with over-arching Executive Director support.
- Strategic oversight of operational outputs with regards to strategy & deliverables.
- Excellent web and online presence timeously publicized across platforms to broadly reach particular markets.
- Professional engagement to strategically direct communication between related departments, the Senior Management as well as the broader university community and external stakeholders.
  - This would include representation at various meetings (reports, briefs, acting as chair, committee representation and/or spokesperson for the university as and when required) to and on behalf of the ED responsible for senior meeting deliverables.

#### **Note:**

- The successful candidate will report directly to the Executive Director for CMD.
- Due to the operating level and strategic nature of the position, it is important to note that leave may not be possible during fluctuating University support cycles.

The annual cost of employment, including benefits is from R1 205 749,00 to R1 418 527,00

**To apply**, please e-mail the below documents in a **single pdf file**, with the subject line to Ms Natasha Khan at [recruitment06@uct.ac.za](mailto:recruitment06@uct.ac.za)

- UCT Application form (HR201) (<http://forms.uct.ac.za/hr201.doc>)
- A one-page motivation letter
- Your CV (curriculum vitae) – *no longer than 4 pages*

An application which does not comply with the above requirements will be regarded as incomplete and will not be considered. Only shortlisted candidates will be contacted and will be expected to undergo an assessment.

**Reference number:** E230146

**Telephone:** 021 650 3469

**Closing date:** 17 March 2023

*"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.uct.ac.za/downloads/uct.ac.za/about/policies/eepolicy.pdf](http://www.uct.ac.za/downloads/uct.ac.za/about/policies/eepolicy.pdf).*

UCT reserves the right to not appoint.