



MARKETING SPECIALIST

(Payclass 10)

Research Contracts and Innovation Department RC&I

In addition to negotiating research contracts entered into with our wide variety of funders, RC&I fulfills the role of a "Technology Transfer Office" managing Intellectual Property (IP), maturing technologies and ultimately commercialising IP through licensing or spin-off company creation (innovation). We invite applications from suitably qualified and experienced persons for this permanent post.

The post encompasses a wide breadth of activities that fall within marketing and market research functions, the main purpose being to take responsibility for the RC&I communications strategy and brand management to maintain a cohesive look and feel across the spectrum of electronic and print media, for the two core functions of the Department. Some of the marketing collateral will be prepared by the Specialist themselves, such as the filming and editing of short video clips, creation of cartoon "explainer videos", graphic and web design.

Projects will need to be managed within approved budgets and timelines, and require interaction with and coordination of external vendors, such as printers, graphics designers, photographers, couriers, expo stand constructors. Occasional national travel may be required. Market research to understand the positioning of UCT technologies within a market and the commercial potential of the different products emanating from UCT's research.

Requirements:

- Diploma in communication/marketing or relevant NQF 6 qualification.
- Extremely good written and verbal English skills.
- At least five years in media, corporate communications or marketing, preferably in a higher education environment.
- At least five years' professional writing and editing/proofreading experience.
- At least two years' experience in project management.
- One-year professional social media experience.
- Some experience in basic HTML coding, web publishing.
- The position may involve travel away from Cape Town for short periods of a few days, as well as attendance of events that occur outside of normal working hours.

Advantageous:

- Familiarity with online content management systems.
- Experience with document design, image and video editing software.

Responsibilities:

Are detailed more fully in the job description, but key performance areas include:

- Communications strategy and brand management.
- Electronic communication (web, social media, PowerPoint).
- Publications.
- Exhibitions.
- Video production, photography and on-line training development.

The 2023 annual remuneration package, including benefits, is between **R 580 137** and **R 682 513**.

To apply, please e-mail the below documents in a **single pdf file** to Ms Hlubi Ntsizi at recruitment07@uct.ac.za:

- UCT Application Form (download at <http://forms.uct.ac.za/hr201.doc>);
- A letter of motivation, clearly addressing your qualifications for the requirements listed; and
- Curriculum Vitae (CV), maximum 4 pages.

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 and will not be considered. Only shortlisted candidates will be contacted and may be required to undergo competency assessments.

Telephone: 021 650 3831

Website: <http://www.rcips.uct.ac.za>

Reference number: E230186

Closing date: 21 April 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

UCT reserves the right not to appoint.