



NOTES

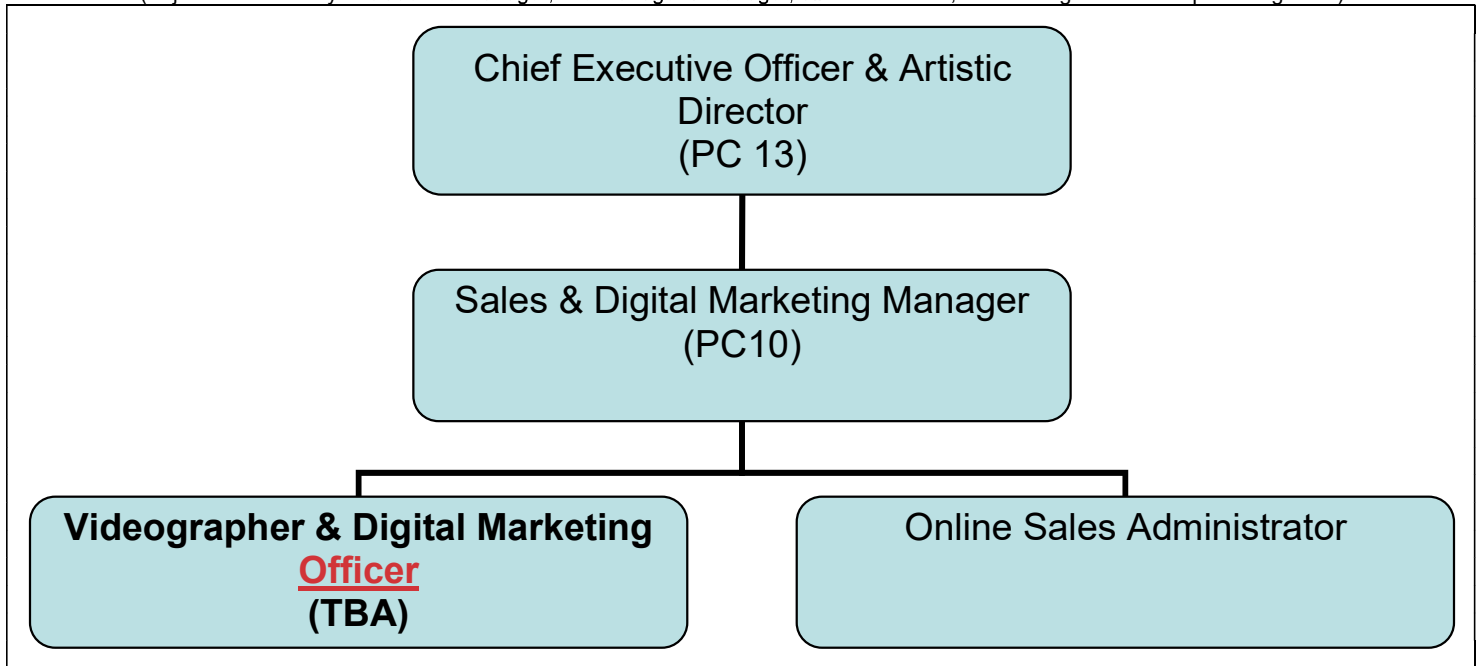
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Videographer & Digital Marketing Officer		
Job title (HR Business Partner to provide)	Admin Officer		
Position grade (if known)	PC 8	Date last graded (if known)	
Academic faculty / PASS department			
Academic department / PASS unit	Baxter Theatre Centre		
Division / section	Marketing and Sales		
Date of compilation	October 2023		

ORGANOGRAM

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



PURPOSE

The main purpose of this position is: to provide a highly skilled, reliable Videographer and Digital Marketing service within the Marketing and Sales team at The Baxter Theatre. Focusing on creating a diverse range of video content and managing the Baxter Theatre's social media channels, and Website listings with an emphasis on generating sales through relationship-building with key stakeholders in the industry.

CONTENT

Key performance areas	% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
1 Video Content Creation & Management	35%	<ul style="list-style-type: none"> Attend meetings with relevant stakeholders to discuss video concepts Execute all stages of video content creation for The Baxter Theatre productions, including pre-production planning, shooting, and post-production editing Deliver trailers, archive videos, viral videos, social media reels, short documentaries, and other marketing videos as required. Utilise video editing software, with a preference for Adobe Premiere Pro. Proactively discovers and implements new editing technologies and the industry's best practices to maximize efficiency. Basic sound editing of footage: recording or sourcing necessary sounds, inserting music, dialogue and sound effects Ensures that all footage is appropriately loaded on the necessary platforms for external distribution 	<ul style="list-style-type: none"> Consistent and timely delivery of high-quality, engaging video content. Final footage is executed professionally, is sequential and creative Sound library is created and kept up to date Footage library is kept up to date
2 Equipment Maintenance	5%	<ul style="list-style-type: none"> Ensures that all equipment is kept clean and regular maintenance and service is conducted on all equipment Responsible for ensuring that all equipment is secure on and off location Assumes responsibility of equipment safety Checks that all equipment is adequately ready before shoots 	<ul style="list-style-type: none"> Equipment kept clean and secure at all times Equipment stored safely on and off location Equipment is sent in for regular service and maintenance checks Equipment is charged and adequate storage is available on equipment
3 Social Media & Website Management	20%	<ul style="list-style-type: none"> Oversee The Baxter Theatre's social media presence across various platforms Ensure Social Media postings follow communication guidelines Monitor and timeously act on enquiries for information by visitors on official social media platforms Regularly create and present social media reports to strategize improvements Use programs such as Hootsuite, managing online ads via Meta Business Manager or Google Ads Assist with bulk emailing through tools like Everylytic, Mailchimp, or SendinBlue, and designing with Canva. 	<ul style="list-style-type: none"> Effective and engaging online presence leading to increased engagement and reach. Regular analytics reporting.

4	Sales & Marketing Activities	20%	<ul style="list-style-type: none"> Engage in sales & marketing efforts, creating email newsletters, updating the website with content, and performing ad hoc duties Build and maintain relationships with relevant university stakeholders to generate sales Use targeted email lists and databases to effectively generate ticket sales. 	<ul style="list-style-type: none"> Increased ticket sales and strengthened relationships with stakeholders. Enhanced online and offline visibility for The Baxter Theatre.
5	Administrative Responsibilities & Relationship Building	10%	<ul style="list-style-type: none"> Assist with ad hoc administrative activities Build and foster relationships with key stakeholders such as university groups, young adults, high school students, and organizations Liaise with relevant stakeholders and acting as the first line of contact for inquiries Keep abreast with the latest online marketing, social media, and video trends. 	<ul style="list-style-type: none"> Effective internal processes and systems in support of The Baxter Theatre. Establishment and nurturing of beneficial relationships.
6	Compiling Sales & Marketing information for various online and print publications.	10 %	<ul style="list-style-type: none"> Compile all information required for various inhouse online and print publications, for manager approval. These include, but are not limited, to The Baxter Quarterly Baxter Diary of Event. 	<ul style="list-style-type: none"> Effective internal sharing of information, and distribution for use in online and print publications.

MINIMUM REQUIREMENTS

Minimum qualifications	A National Diploma (NQF 6) in one of the following: Film and Television Production, Social Media Advertising, Digital Marketing, Contemporary Arts and Design, Graphic Design, Visual Arts, or Media Studies.			
Minimum experience (type and years)	A minimum of 2 years' experience in the Digital Marketing or Videography Industry.			
Skills	Experience in any of the other Adobe Suite programs (Photoshop, InDesign, Illustrator). Experience working with AI-related programs or tools.			
Knowledge	General knowledge of the theatre, entertainment, or events industry.			
Professional registration or license requirements	N/A			
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Ability to handle cash or finances'.)	Valid Drivers license (Code 8)			
Competencies (Refer to UCT Competency Framework)	Competence	Level	Competence	Level
	Interpersonal Skills	2	Continuous learning	2
	Adaptability and Flexibility	2	Creativity and innovation	2
	Building interpersonal relationships	2	University awareness	2
	Communication	2	Client/student service and support	2
	Strong social media and digital-focused 2 background	2	Quality commitment/ work standards	2
Teamwork / collaboration	2	Initiating action / initiative	2	



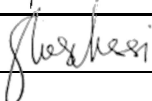
SCOPE OF RESPONSIBILITY

Functions responsible for	Responsible for content creation, and social media management
Amount and kind of supervision received	Moderate supervision in terms of briefings and target/goal discussions
Amount and kind of supervision exercised	None
Decisions which can be made	Clients to contact, when to schedule meetings etc
Decisions which must be referred	Setting specials and discounts, negotiating special requests

CONTACTS AND RELATIONSHIPS

Internal to UCT	Baxter staff, UCT SRC members, UCT Students,
External to UCT	Production stakeholders, University SRC members (other universities)

AGREED BY

	PRINT NAME	SIGNATURE	CONTACT NO.	DATE
Position Holder	n/a			
Direct Line Manager/Supervisor	Leon van Zyl			4 October 2023
Area Line Manager				
HOD	Lara Foot			7 November 2023
Dean / ED	Prof. Shose Kessi			14.11.2023