

HR191	<b>POSITION DESCRIPTION</b>	 <b>UNIVERSITY OF CAPE TOWN</b> IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD
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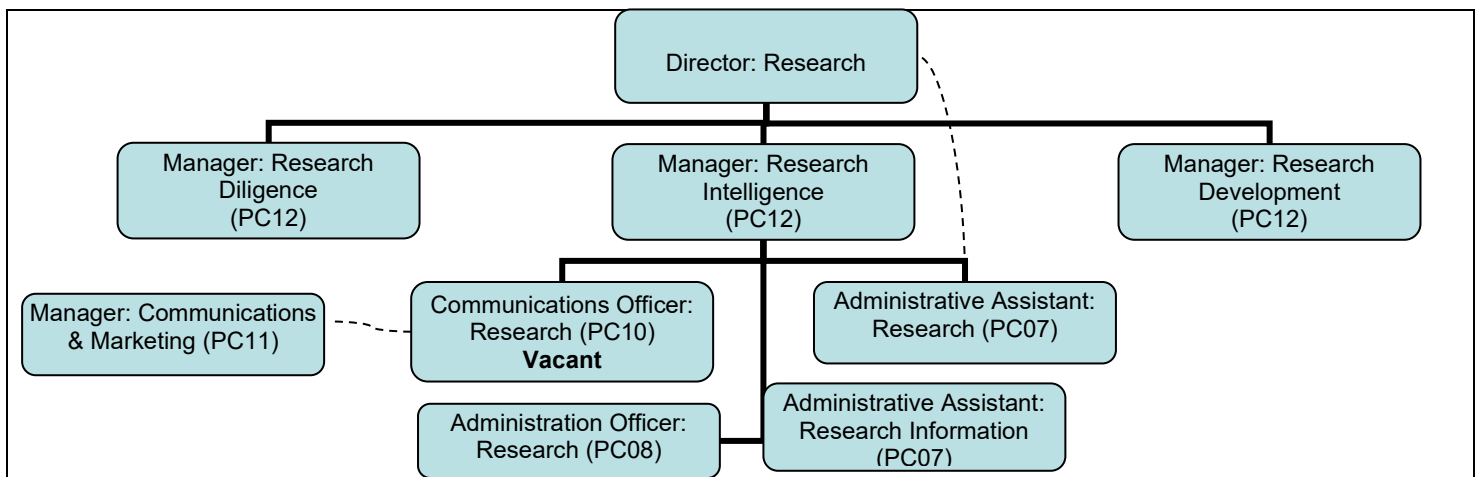
**NOTES**

- 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	Communications Officer: Research		
Job title (HR Practitioner to provide)	Communications and Marketing Specialist		
Position grade (if known)	10	Date last graded (if known)	2018
Academic faculty / PASS department	Health Sciences		
Academic department / PASS unit	FHS Dean's Office (Research Directorate)		
Division / section	FHS Research Office		
Date of compilation	3 November 2023		

**ORGANOGRAM**



**PURPOSE**

The main purpose of this position is to enhance the visibility of research conducted in the UCT Faculty of Health Sciences (FHS) by generating a range of high-quality written and visual material (including news, features, reports, and content for social media), maintaining the FHS research webpages, supporting research-related events and liaising with media where needed.

**CONTENT**

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
1	Writing, editing and producing research communications material	40%	<ul style="list-style-type: none"> <li>• Identifying potential stories related to research for Faculty publications and websites as well as UCT News</li> <li>• Translating scientific research, including through reading scientific papers and interviews, into accessible copy for a lay audience and providing background and additional information for complex stories and content</li> <li>• Interviewing researchers and other relevant sources. This may also include profiling certain people and sourcing quotes</li> <li>• Writing and producing material for online and print publications and newsletters according to target readership and brief (<i>vis a vis</i> strategic goals and aim of publication)</li> <li>• Participating in meetings and brainstorms relevant to research communication</li> </ul>	<ul style="list-style-type: none"> <li>• Clear and accurate information for Faculty publications and websites that stimulates interest and tells a story, according to briefs/pitches</li> <li>• Copy is accurate, balanced and explains context in a reader-friendly way, creating accessible publications for specific target audiences</li> <li>• Information that is both factually correct and presented in house style</li> <li>•</li> </ul>
2	Strategic Faculty research communications	35%	<ul style="list-style-type: none"> <li>• Developing and implementing a Faculty Research Communications Strategy</li> <li>• Implementing internal research communications strategies on an ongoing basis to ensure appropriate, efficient and effective communications with staff, postdoctoral fellows and students                             <ul style="list-style-type: none"> <li>○ Drafting reports and internal publications</li> <li>○ Writing research-related Faculty announcements</li> <li>○ Gathering and summarising research information for executive meetings with international researchers and funders</li> <li>○ Developing slide presentations of research information</li> <li>○ Creating research-specific content for the FHS Infomailer and other internal platforms</li> <li>○ Maintaining an archive of research communications material produced, for reporting purposes (e.g. stories, videos and photographs)</li> </ul> </li> <li>• Research events:                             <ul style="list-style-type: none"> <li>○ Assist with preparation of material for research-related events</li> <li>○ Assist the Research Intelligence Portfolio administrative team in marketing and communicating to researchers and the FHS community about research events e.g. designing and branding of flyers and programmes advertising the event on social media and other relevant platforms</li> </ul> </li> <li>• Attending and photographing events to be written up                             <ul style="list-style-type: none"> <li>○ Taking videos and/or photos during events</li> <li>○ Writing about events for e.g. FHS newsletter and social media platforms</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Comprehensive and regularly updated Faculty Research Communications Strategy</li> <li>• Efficient, effective, and timely communication of relevant information to targeted audiences</li> <li>• Accurate summaries of research data from UCT systems and sources</li> <li>• Archive of research communications documents that can be referenced accordingly</li> <li>• Well-advertised events with visually appealing materials</li> <li>• Documentation of research-related events</li> </ul>

3	Web publishing, social media and multimedia production	15%	<ul style="list-style-type: none"> <li>Updating research aspects of the FHS website, creating new content pages including special projects when required</li> <li>Contributing to the content framework and driving the creation and maintenance of research-related content on the FHS webpages</li> <li>Keeping the FHS research webpages relevant and user-friendly by adding photos appropriate to the text</li> <li>Repurposing own or sourced content and uploading onto relevant social media platforms via FHS Communications &amp; Marketing account, and monitor using appropriate technology, when needed</li> <li>Designing graphic material to support research-related content (templates, infographics, flyers, publications)</li> </ul>	<ul style="list-style-type: none"> <li>Content is published online in a way that is visually pleasing and user-friendly</li> <li>Relevant webpages are up to date</li> <li>Lively and engaging posts that provide continued visibility on social media</li> <li>Graphic material as required</li> </ul>
4	Media liaison	5%	<ul style="list-style-type: none"> <li>Identify potential stories of interest to UCT Communications &amp; Marketing Department (CMD) and the UCT Research Visibility Office based on work done by the FHS community</li> <li>Flagging content about/written by FHS researchers in external media with UCT CMD and the UCT Research Visibility Office for republishing on internal websites</li> <li>Contributing to press releases and working with the relevant researchers, the FHS Communications &amp; Marketing Office, UCT Research Visibility Office and UCT CMD where necessary</li> <li>Liaising with partner organisations' communications offices for media about collaborative research</li> <li>Referring reputational matters to appropriate Faculty management and assist with interventions as required</li> <li>Create material for campaigns: digital content as required to run on appropriate platforms</li> </ul>	<ul style="list-style-type: none"> <li>Research stories from external media are regularly identified and shared with UCT CMD to be republished, and ultimately posted on channels where relevant</li> <li>Press releases are adapted for the creation of articles</li> <li>Appropriate interventions to reputational matters are initiated</li> <li>Campaign material supported</li> </ul>
5	Adhoc activities	5%	<ul style="list-style-type: none"> <li>Conducting other <i>ad hoc</i> activities as requested by line manager, FHS Director of Research and FHS Manager: Communications &amp; Marketing</li> <li>Editing and proofing a range of material for a suite of publications, including online publishing, and ensuring that communication outputs meet quality standards</li> <li>Developing dynamic, responsive, clear, and relevant content in response to crises that arise</li> </ul>	<ul style="list-style-type: none"> <li>Assistance rendered as required</li> </ul>

### MINIMUM REQUIREMENTS

Minimum qualifications	B.Sc/ B.A in Media & Communications, Journalism, Public Health, Social Science or other related field. Postgraduate qualification preferable.			
Minimum experience (type and years)	3 years' experience developing institutional/corporate/organisational or educational communications including copywriting/editing, publications, promotional writing, and social media			
Skills	<ul style="list-style-type: none"> <li>• Extremely good written and verbal English skills</li> <li>• Basic graphic design skills</li> <li>• High competency in use of Microsoft Office applications (including Word, Excel, PowerPoint) and multimedia tools</li> <li>• Demonstrated ability to work across multiple social media platforms</li> <li>• Strong understanding of integration of new media and traditional communication channels</li> <li>• Ability to collect, assimilate, analyse and present data</li> <li>• Ability to successfully multi-task and work in a team</li> <li>• High level of attention to detail, project management, time management and organisation skills</li> <li>• Photography and videography skills advantageous</li> <li>• Fluency in isiXhosa and/or Afrikaans (desirable)</li> </ul>			
Knowledge	<ul style="list-style-type: none"> <li>• Understanding and experience of working with scientific, biomedical or health research</li> <li>• Understanding of journalistic ethics principles</li> <li>• Knowledge of different forms of communication (interpersonal, mass media)</li> <li>• Knowledge of health science sector stakeholders is desirable</li> </ul>			
Professional registration or license requirements				
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Honesty to handle cash or finances'.)	<ul style="list-style-type: none"> <li>• Ability to appropriately manage sensitive information</li> </ul>			
Competencies (Refer to <a href="#">UCT Competency Framework</a> )	Competence	Level	Competence	Level
	Analytical thinking / problem solving	Level 2	Information management	Level 2
	Written and verbal communication skills	Level 2	Professional knowledge and skill	Level 2
	Conceptual thinking	Level 2	Creativity and innovation	Level 2
	Attention to detail	Level 2	Initiating action / initiative	Level 2

### SCOPE OF RESPONSIBILITY

Functions responsible for	Producing communications material on FHS research Maintaining the FHS research webpages Designing graphic material Media liaison
Amount and kind of supervision received	Direction from FHS Research Intelligence Manager, the FHS Director of Research and the FHS Manager: Communications & Marketing.
Amount and kind of supervision exercised	
Decisions which can be made	Social media and website content (under guidance and direction)
Decisions which must be referred	Academic content of articles; reputational matters

### CONTACTS AND RELATIONSHIPS

Internal to UCT	FHS Research Office, FHS Communications and Marketing Office, UCT Central Research Office Communications team, UCT Communications and Marketing Department. Communications Officers from individual FHS research groups.	
External to UCT	Media contacts; Communications Offices at partner organisations.	