

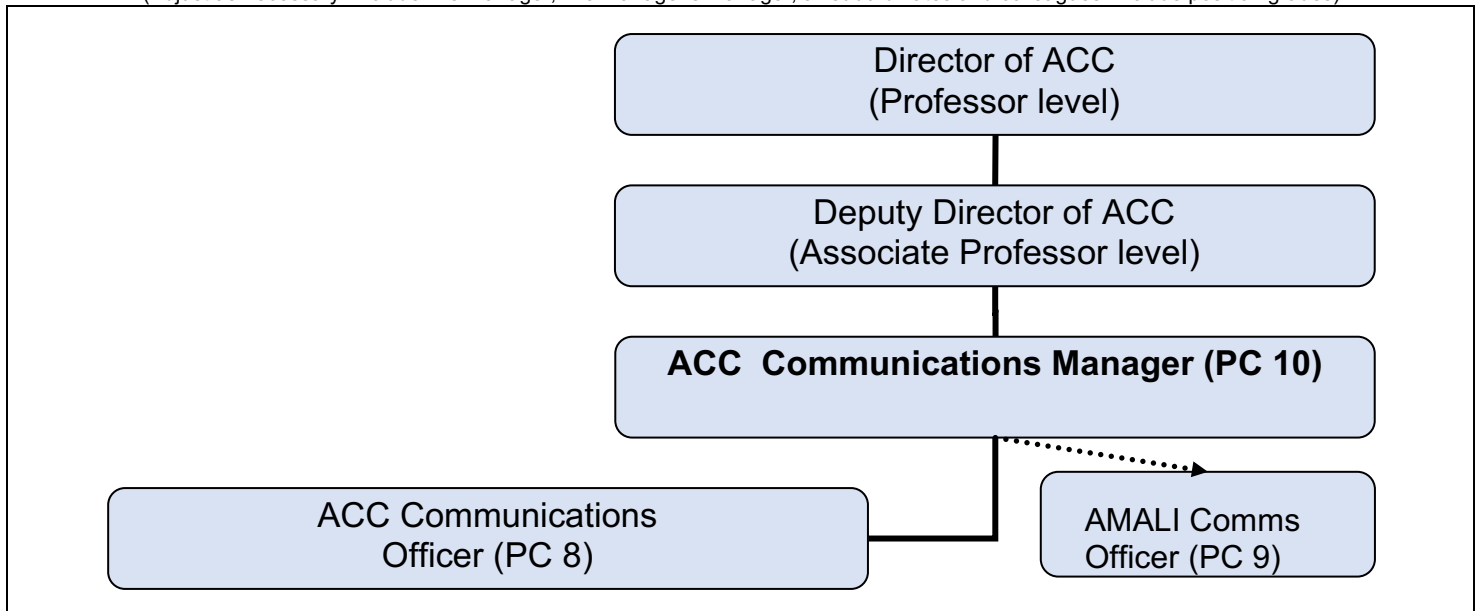
**NOTES**

- 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 Manager		
Job title (HR Business Partner to provide)			
Position grade (if known)	PC 10	Date last graded (if known)	
Academic faculty / PASS department	Engineering and the Built Environment		
Academic department / PASS unit	School of Architecture, Planning and Geomatics		
Division / section	African Centre for Cities		
Date of compilation	2023		

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



**PURPOSE**

The main purpose of the Strategic Communications Manager is to deliver strategic communications outcomes for the African Centre for Cities. The Strategic Communications Manager will act as brand custodian ensure the integrity and quality of all communications outputs under the ACC banner. The Strategic Communications Manager, will also be responsible for building and maintaining strong relationships with project PIs, funding partners and peers in research/partner institutions to ensure maximum alignment and impact for outputs, as well as actively source and investigate new opportunities for funding and partnership.

The ACC seeks an experienced Communications Manager, with excellent organisational skills and an interest in our research areas, to join our vibrant international team. The main purpose of this position is to develop, monitor, and execute a comprehensive communications strategy to increase the visibility of the GPI's research, both nationally and internationally, as well as managing internal communications.

The incumbent will ensure that the ACC has an effective online presence, develop compelling communications content including writing, editing and proofreading content for communications platforms, and maintaining relationships with key stakeholders, including funders and project leads.

The ideal candidate would have experience working on a multi-national research initiative, a relevant press/media network, experience working in a remote team, with excellent interpersonal skills and an ability to manage multiple workflows.

**CONTENT**

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
1	Communications and brand management	40	<ul style="list-style-type: none"> <li>• Work with ACC researchers to develop communications and content strategies at the proposal phase</li> <li>• Work with project and communications teams do develop content for ACC as an institution, as well as project deliverables</li> <li>• Work with ACC researchers to budget for and resource communications outputs at the proposal phase</li> <li>• Lead on coordinating all content development</li> <li>• Oversee production and implementation of all communications outputs to ensure alignment with brand and project requirements, as well as overall quality assurance</li> <li>• Develop institutional framings for “project/thematic clusters” in partnership with researchers</li> <li>• Manage and oversee all events</li> <li>• Contribute to website blogs, email content, internal and external articles, social media posts, internal staff newsletter, and others as needs dictate.</li> <li>• Oversee ACC brand rollout</li> </ul> <p>Developing and implementing a comprehensive communications strategy that ensures that ACC’s research receives optimal exposure, nationally and internationally. This strategy will include:</p> <ul style="list-style-type: none"> <li>• _A range of high-quality written material, including high-level news, features, and reports that shape the way in which the GPI’s research achieves international and stakeholder visibility.</li> </ul> <p>Working with ACCresearchers and team to identify and address the visibility requirements of their respective projects, including the development of project-specific</p>	<ul style="list-style-type: none"> <li>• Institutional communication and marketing strategy aligned to strategic goals</li> <li>• Clear strategies for creating research impact aligned with project deliverables</li> <li>• Delivery of quality, timeous comms and marketing products</li> <li>• Well-planned and executed events</li> <li>• Consistent brand ACC applications</li> </ul> <p>A comprehensive and multi layered communications strategy and workflow system that will showcase ACC’s research agendas</p>

2	Partnership management, project management, stakeholder and media engagement	40	<ul style="list-style-type: none"> <li>• Build and maintain strong relationships with project PIs, funding partners and peers in research/partner institutions to ensure maximum alignment and impact for outputs</li> <li>• Actively survey funding and partnership landscape for opportunities</li> <li>• Research and engage media to increase visibility for ACC as an institution as well as for projects</li> <li>• Support the Director in bursary fundraising for MSU</li> <li>• Support the Director and ACC researchers with the preparation for media opportunities by developing talking points and providing logistical support.</li> </ul>	<ul style="list-style-type: none"> <li>• Productive relationships with project PIs to ensure delivery of project deliverables</li> <li>• Productive relationships with communications counterparts in partner institutions</li> <li>• Appropriate funding opportunities to pursue</li> <li>• Impactful media engagement</li> <li>• Projects are managed efficiently and delivered on time and within guidelines.</li> <li>• ACC is benchmarked against what is produced by other universities and similar research institutions.</li> <li>•</li> </ul>
3	Commissioning, resourcing and budget management	15	<ul style="list-style-type: none"> <li>• Develop briefs for third-party service providers, and manage commissioning and service provider relationships</li> <li>• Source quotes, gain approval and manage invoicing for communications activities and products</li> <li>• Manage team resourcing to delivery on communications activities and products</li> <li>• Manage communications budget</li> </ul>	<ul style="list-style-type: none"> <li>• Well managed freelance and supplier relationships</li> <li>• Well-managed budget</li> <li>• Effective resource planning for delivery</li> </ul>
4	General ACC	5	<ul style="list-style-type: none"> <li>• Attend strategic planning meeting, ACC staff meetings and other relevant events</li> <li>• Provide regular progress reports on communications outputs and activities</li> <li>• Ad hoc involvement in ACC activities as identified by the Director or Deputy Director of the ACC</li> </ul>	<ul style="list-style-type: none"> <li>• Progress reports distributed on time, to standard</li> <li>• Attendance and participation at meetings</li> </ul>

### MINIMUM REQUIREMENTS

Minimum qualifications	A suitable degree or diploma (NQF7 level)			
Minimum experience (type and years)	A minimum of five years relevant work experience in strategic and research communications and stakeholder management. Experience in managing content and output production process as well as a team.			
Skills	<ul style="list-style-type: none"> <li>• Develop and implement communications strategies in line with the overall ACC strategic objectives – taking into consideration existing brand, corporate and other communication strategies and plans.</li> <li>• Develop and implement communications strategies in line with project and funding objectives – taking into consideration existing brand, corporate and other communication strategies and plans.</li> <li>• Establish and maintain relationships – both formal and informal – with key public and private stakeholders and the media, at all levels</li> <li>• Manage and oversee ACC events</li> <li>• Provide leadership and guidance across ACC on event management, communications and marketing.</li> <li>• Ensure consistent brand identity across multiple web platforms and media.</li> <li>• Manage and oversee the full media portfolio, including media releases, enquiries, briefings and partnerships.</li> <li>• Manage the budget for communication</li> <li>• Manage internal and external teams</li> <li>• Strong organizational skills and the ability to deliver under a heavy workload with competing priorities.</li> </ul>			
Knowledge	<p>Good knowledge of urban issues in Africa as well as research communications. Other types of knowledge that would be advantageous are:</p> <ul style="list-style-type: none"> <li>• Experience working with government, nonprofit, and philanthropic stakeholders</li> <li>• Understanding of and ability to translate research in to relevant outputs for a variety of audiences</li> <li>• Experience with Microsoft Office, G Suite, and Adobe Creative Suite, Canva</li> <li>• Demonstrated effectiveness in coordinating content and output production process</li> <li>• Knowledge of fundraising and proposal development is an advantage</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'.)				
Competencies (Refer to <a href="#">UCT Competency Framework</a> )	Competence	Level	Competence	Level
	Analytical thinking / problem solving	3	Professional knowledge and skill	3
	Conceptual thinking	3	Results focus	3
	Information management	3	Facilitating change	3
	Planning and organizing / work management	3	Teamwork/ collaboration	3

### SCOPE OF RESPONSIBILITY



Functions responsible for	Communications, networking and website management, management and strategic decision support, marketing and branding
Amount and kind of supervision received	Line Manager is the Director of the ACC

Amount and kind of supervision exercised	Line manager of all staff of the Communications team
Decisions which can be made	Decisions pertaining to the communications department
Decisions which must be referred	Decisions needing strategic approval; and management approval

**CONTACTS AND RELATIONSHIPS**

Internal to UCT	ACC academic and support staff
External to UCT	Media, stakeholders

**AGREED BY**

	PRINT NAME	SIGNATURE	CONTACT NO.	DATE
Position Holder	vacant			
Direct Line Manager/Supervisor	A Tucker	pp 		
Area Line Manager				
HOD	Nancy Odendaal		x 2365	8 June 2023
Dean / ED				
HR Business Partner				

# COMPLETING A POSITION DESCRIPTION

## HR191

### When do I use this form?

A position description is the basis of the employment contract between UCT and a staff member. It describes:

- the purpose of the position
- the position content
- where the position fits into an organisational structure
- the principal accountabilities, roles and responsibility of the position holder
- the minimum requirements needed of the position holder

A position description must be completed for all positions at UCT, both academic and PASS.

This form is completed, or reviewed and amended, when:

- a position is new, before recruitment
- substantive functions are added or removed from a position
- the position holder is new
- performance objectives are set during Development Dialogues.

This form is used as the basis for:

- recruitment
- performance management
- performance development



#### Note

- This position description informs many other human resources and people management processes.
- This position description is a living document and must be reviewed and updated regularly, preferably every 3-4 years.
- This position description is a summary of the typical functions of the position, but is not an exhaustive or comprehensive list of all possible position tasks and duties. UCT is entitled to instruct the position holder to carry out additional duties or responsibilities, which may fall reasonably within the ambit of the position description, or in accordance with operational requirements.

### How do I complete this form?

- The position description indicates the requirements of the position in relation to the organisation, not the person. Describe the position, not the position-holder.
- The position description describes the position, not the performance required.
- The position description denotes a clear description of the position that is observable.
- Describe the position as is, not as imagined or as it could or should be done.
- Assume proper and competent performance of the position -holder.
- Examine typical incidents that occur in the position. Disregard any unlikely events or once-off incidents.
- Give careful consideration to employment equity legislation and take great care not include anything that could be deemed as discriminatory.

Complete all fields as follows:

<b>Position title</b>	The label or name of this position. Consideration is given to other titles in the department and to standard UCT position naming conventions. The latter are obtainable from your <a href="#">HR Business Partner</a> , from the UCT Jobs Catalogue.
<b>Job title</b> (HR Business Partner to provide)	The SAP position title of this post. Obtainable from your <a href="#">HR Business Partner</a> , from the UCT Jobs Catalogue.
<b>Position grade</b>	The current position grade of this position, if it exists (if known).
<b>Date last graded</b>	The date on which the position was last graded, if it has been graded (if known).
<b>Academic faculty / PASS department</b>	The academic faculty / PASS department in which the position sits.

<b>Academic department / PASS unit</b>	The academic department / PASS unit in which the position sits.
<b>Division / section</b>	The division / section in which the position sits.
<b>Date of compilation</b>	The date on which the position description was compiled, updated or reviewed.
<b>Organogram</b>	The departmental structure and reporting lines of the position, with the grades of these positions. Include line manager, line manager's manager, all subordinates and colleagues.
<b>Purpose</b>	A summary of the position which describes the overall purpose, function or role of the position. No more than two or three sentences. Clearly distinguishes the position from other positions, and links the position to the objectives of the faculty, department and university. Begins with the words: "The purpose of the position is ..."
<b>Key performance areas (KPA)</b>	A list of the most visible actions, essential functions, key areas of responsibility or high-level responsibilities. Provides broad categories of tasks and activities. List in order of importance or time spent. KPAs must support the organization's goals, and be within the position-holder's influence. Full time staff members have between five and eight KPAs.
<b>% of time spent</b>	The percentage of time spent on each key performance area.
<b>Inputs</b>	<p>A list of the particular projects or groups of responsibilities, activities, processes and tasks, linked to a KPA that the position must achieve. Describes how the key performance area is performed by outlining the methods, decision processes, judgments, techniques, tools used. Write in a clear, measurable way that states specifically what is expected and the standard to which it must be performed:</p> <ul style="list-style-type: none"> <li>• Accurately convey the level of complexity, responsibility and scope</li> <li>• Write at least one associated input for each KPA</li> <li>• Keep as simple and brief as possible</li> <li>• Begin each sentence with an action verb, in the present tense</li> <li>• Sentences must be outcome-based, containing an action, an object and a purpose</li> <li>• Cluster tasks into a list of fewer, broad (but still specific) responsibilities</li> <li>• Refer to operational manuals, policies or to agreed procedures, rather than include the detail of tasks</li> <li>• Avoid <ul style="list-style-type: none"> <li>○ descriptive adverbs and adjectives (e.g. 'Quickly types basic documents', 'Efficiently processes difficult queries')</li> <li>○ pronouns</li> <li>○ jargon</li> <li>○ abbreviations (e.g. 'mgs', 'docs')</li> <li>○ 'tired words' (e.g. 'Manages', 'Contributes to', 'Assists with')</li> <li>○ names</li> </ul> </li> </ul>
<b>Outputs</b>	A list of the main outputs or expected end results to be achieved, linked to the input. Should be specific to the position and the position must be directly accountable for them. Write in a clear, measurable way that states specifically what is expected and the standard to which it must be performed (e.g. quantity, quality, cost and time).
<b>Minimum qualifications</b>	The minimum qualification that would give the incumbent the skills and knowledge or training required to perform the position. Does not include desirable qualifications. Include NQF level where possible. May not be the qualification of the current incumbent.
<b>Minimum experience</b>	The minimum number of years and type of experience that would give the incumbent the experience required to perform the position. Does not include desirable experience. May not be the experience of the current incumbent.
<b>Skills</b>	The minimum skills or technical know-how required to perform the position. Does not include desirable skills. May include languages or software skills. (E.g. Intermediate level Excel).
<b>Knowledge</b>	The minimum knowledge required to perform the position. Does not include desirable knowledge. (E.g. Knowledge of UCT's academic administrative systems).

<b>Professional registrations or licenses</b>	The required professional registrations, industry certifications or licences required to perform the position. Does not include desirable ones.
<b>Other requirements</b>	Any other absolute minimum requirements required to perform the position. Does not include desirable requirements. Great care must be taken to ensure that these requirements are in no way discriminatory, and expert advice and assessment must be sought from your HR Business Partner.
<b>Competencies</b>	The minimum competencies (behavioural traits) required to perform the position. Does not include desirable requirements. A guide to UCT competencies and levels can be found <a href="#">on the HR website</a> . This guide provides a comprehensive list of competencies for all Academic and PASS positions at UCT, and descriptions of how these competencies look at different levels of positions. Some competencies are required by all positions at UCT.
<b>Scope of responsibility</b>	The areas to which responsibility extends, the kind of supervision it receives, the kind of supervision it exercises, the kinds of decisions made by this position, and the kind of decisions that are referred elsewhere.
<b>Contacts and relationships</b>	A listing of the people, departments or organisations that this position deals with regularly, internal and external to UCT.
<b>Agreed by</b>	The position-holder, the direct line manager or supervisor, the area line manager (can be the same person as the direct line manager or supervisor), HOD and Dean/ED agree to the contents of the position description. The HR Business Partner confirms that good HR practice and policy has been followed.

## Where do I send this form?

Once completed and signed, a copy should be kept by both the line manager and the position-holder (where there is one).

A copy of this form is sent together with the relevant documentation to the relevant persons, in the following processes (amongst others):

- Recruitment
- Position evaluation
- Performance management exceeds awards



### Note

In all cases, a copy of this form is sent to the relevant HR Business Partner.

## What other forms do I need to complete?

None.

## What other documentation must be attached?

Attach any other documentation which assists in describing the position.

## Where can I get further assistance?

You can contact your [HR Business Partner](#) for more assistance in either the design of a position or the development of a position description.

Further information can also be found in the following places:

- [Development Dialogue resource guide](#) for PASS staff
- [Academic performance planning, performance reviews and staff development](#)
- [The UCT Competency framework](#)
- The UCT Jobs catalogue