

NOTES

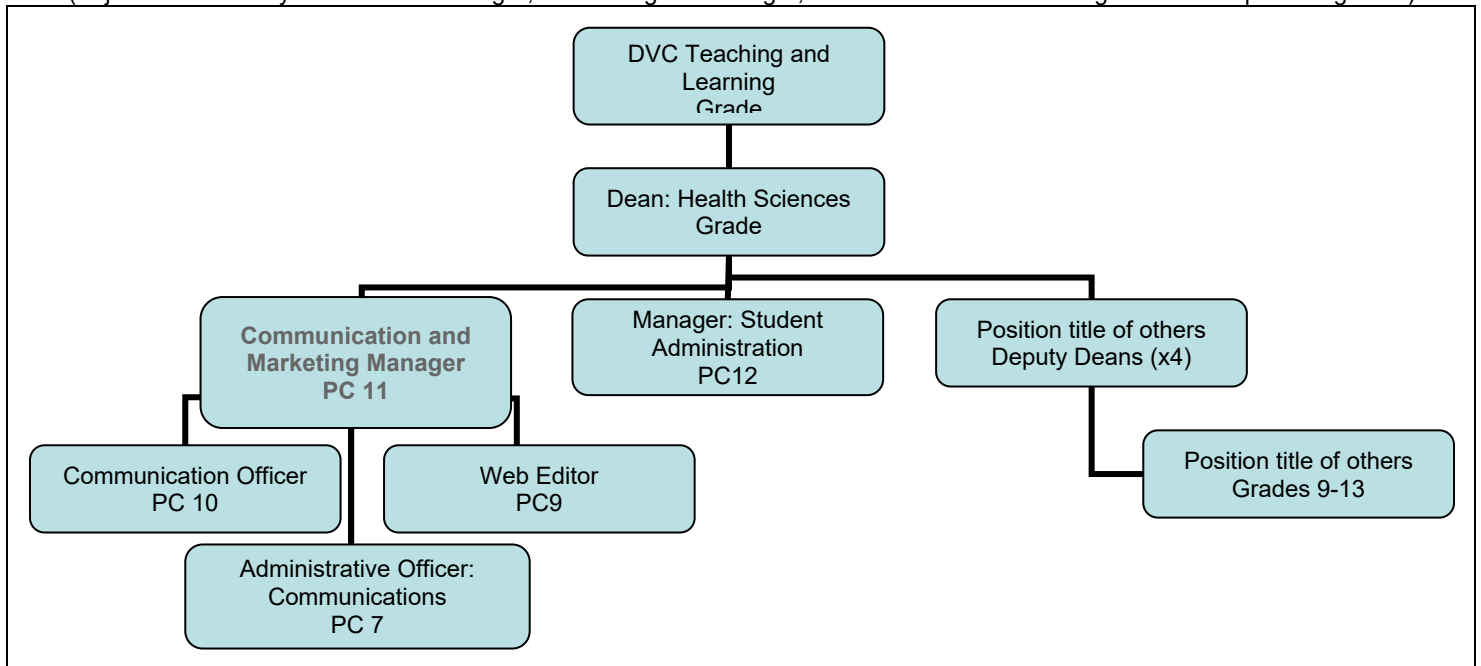
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Communication and Marketing Manager		
Job title (HR Business Partner to provide)			
Position grade (if known)	11	Date last graded (if known)	2011
Academic faculty / PASS department	Health Sciences		
Academic department / PASS unit	Communication and Marketing Department: Deanery		
Division / section			
Date of compilation	9 February 2026		

ORGANOGRAM

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



PURPOSE

The Communication and Marketing Manager will lead the development and implementation of an integrated marketing and communication strategy for the UCT Faculty of Health Sciences (FHS). The role is responsible for strengthening the Faculty's profile and advancing the UCT brand through strategic messaging and consistent engagement with internal and external stakeholders.

Key responsibilities include managing the Faculty's online, social media and digital platforms, internal and external communications; managing key-stakeholder events; managing multi-media content production; and managing human resources and operations. The incumbent must align all initiatives with the Faculty's strategic priorities, ensuring clear, accurate, and impactful communication that promotes the Faculty of Health Sciences locally and internationally.

CONTENT

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
1	Produce and manage the execution of a Faculty Communication and Marketing Strategy	10%	<ol style="list-style-type: none"> a. Develop an integrated faculty communications and marketing strategy with a supporting action plan and review process. This will be done in consultation with key stakeholders, including the Deanery. b. Adapt/amend strategy and plans as the need arises. c. Develop and manage systems and tools to execute the strategy. d. Ensure operating procedures and workflows are efficient, and implement interventions as required to remedy problem areas. e. Managing the Faculty marketing initiatives, its committees and operations. 	<p>A strategy and implementation plan based on the approved FHS strategy. A supporting action plan. A review report with reflections & commendations.</p>
2.	Manage Internal Communication	15%	<ol style="list-style-type: none"> 1. Conceptualise and manage tools for production of appropriate online and digital communication for internal audiences, to keep them informed of developments, achievements, activities and other matters relevant to the functioning of the Faculty and its campus. 2. These products cover both Executive (Dean’s Desks) and non-Executive communications (Monthly Infomailers, Faculty Announcements, Invitations) and may include, where strategically required, other branded products which are campaign or context specific (eg Covid Updates, Covid Vaccination Updates, special Faculty campaigns). 3. Manage content production and packaging for identified audiences. 4. Regularly consult with the Dean on key Faculty communication and marketing activities. 	<p>Metrics and analytics for these products. Indicate engagement. Positive user-experience feedback from stakeholders.</p>
3.	Manage external-facing marketing and communications	40%	<p>Manage the development and maintenance of Faculty-level online and digital platforms, specifically website and social media so that they serve as effective public facing communications and marketing tools for the faculty and UCT. Responsibilities include consulting/conceptualising, proposal writing, if required, task allocation, editing and approvals</p> <p>3.a Website Management</p> <ul style="list-style-type: none"> • Managing the design and editorial content of Faculty’s online presence, including its website to ensure alignment with the UCT’s and Faculty’s core communication and marketing focal areas. • Manage the Faculty Web and online presence to ensure that Faculty’s digital marketing is viewed as pro-active and dynamic, and aligning with the UCT. brand. • Monitor and evaluate user data. 	<p>Website Metrics and analytics for these communication channels indicate increased and positive engagement. Positive user-experience feedback from stakeholders.</p>

Key performance areas	% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
		<p>3.b Social Media Management</p> <ul style="list-style-type: none"> • Manage development and implementation of a social media strategy and content plan, ensuring that social media content aligns with the marketing strategy and plan, and is relevant and pitched appropriately for the intended audience. • Ensure content enhances the Faculty presence and encourages community engagement and growth. • Implement system for monitoring posts for: <ul style="list-style-type: none"> ○ Responding to enquiries or comments ○ Potential negative reputational risk for referral to deanery. ○ Manage feedback to platform, if appropriate as per deanery response. • Monitor engagement and evaluate account performance. 	<p>Compelling content is posted. Metrics and analytics for social media indicate increased and positive engagement. Positive user-experience feedback from stakeholders. Timeous and appropriate management of risk-related content.</p>
		<p>3.c News</p> <ul style="list-style-type: none"> • Manage regular generation and curation of news articles that market the faculty's achievements and enhances the brand. • Manage conceptualisation, production and distribution of a regular Faculty newsletter to market and celebrate activities, achievements and developments in the preceding period. 	<p>Compelling stories are regularly featured on the Faculty and UCT sites. The newsletter is regularly published with updated news and stories that enhance the profile of the faculty. User engagement maintained at industry standards or increased.</p>
		<p>3. d Media/Reputational Management</p> <ul style="list-style-type: none"> • Proactively keep media informed of key events and activities via CMD. • Alert deanery to reputational risks facilitate the response of key stakeholders to reputational matters in collaboration with CMD-identified via our platforms. 	<p>Media is kept informed of events via the CMD Media Unit. Risk-related content is identified and the Deanery promptly alerted.</p>

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
4	Managing Production of Communication and Marketing Material and Products	10%	<ul style="list-style-type: none"> a. Conceptualise and manage the production, including of content and design development, packaging and/or dissemination or use of marketing and communication material for various audiences or activities, in accordance with approved UCT brand guidelines. b. These must be in accordance with approved UCT brand guidelines. c. Ensure that it reflects the Faculty's core communication and marketing focal areas. <p>Material will include branded material for the following faculty-level initiatives:</p> <ul style="list-style-type: none"> • Bulk communications design such as for Executive communications, Faculty announcements, Infomailers; Faculty newsletters, etc); • Merchandise (branded gift items, etc) • Events (invitations, posters, merchandise, gazebos, banners, etc.) • Projects (eg material for Open Day) • Campaigns (social media; pamphlets • Marketing Brochures • Publications • Presentations (PowerPoint templates). 	Compelling material that reflects the Faculty's core communication and marketing focal areas and strategic deliverables. Alignment with UCT brand guidelines
5	Manage stakeholder Events/Campaigns/Special projects/Enquiries	15%	<ul style="list-style-type: none"> • Conceptualise and manage <u>a core</u> of strategic annual events aimed at building relations with stakeholders, marketing the Faculty, and showcasing the activities and achievements of Faculty: <ul style="list-style-type: none"> ○ Open Days ○ Commemorative/celebratory/special events (Mayosi lecture/ Academics) ○ Alumni Reunions. • Conceptualize and manage campaigns and special projects the profile and enhance the faculty brand and/or stakeholder relations. • Provide support/advice to other Faculty entities on communication and marketing-related activities, such as events, branding, communication strategies, etc. • Manage response – handling on queries and requests from external stakeholders, including alumni and members of the public and industry for information or support. 	<p>Events and projects are efficiently and professionally delivered and executed as planned. Positive feedback from stakeholders on met expectations</p> <p>Efficient and appropriate response handling</p>

	Key performance areas	% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
6	<p>Human and Operational Resource Management</p> <p>Ensure that the department is appropriately resourced to effect efficient functioning and delivery on its objectives</p>	10%	<ul style="list-style-type: none"> • Human resources • Manage the activities and delivery objectives of a team of communication and marketing practitioners to reach departmental objectives. This should include assessing the impact of unplanned activities on the delivery of the team's planned work, and making appropriate recommendations/interventions/ amendments, in consultation with the Dean if required. • Manage the development of the team to achieve competencies and position goals. • Resourcing • Identify and motivate with the Dean for the appropriate resourcing of the department with personnel and the necessary tools to deliver in their roles. • Manage the budget and approve appropriate expenses. • Manage faculty budget to ensure efficiency and impact. • Manage assets of the department, including of branded material and equipment. This will include development of an efficient borrowing system to faculty entities for their on-campus faculty events. 	<p>Outputs reflect doable objectives set for team members, with reasonable adjustments to plans and activities where required. Team members given upskilling opportunities to develop competencies</p> <p>Team is appropriately resourced through timeous and appropriate motivations to line manager based on need (and budget permitting) Budget is effectively and efficiently managed Assets of the department are in good working condition, and appropriately maintained. An efficient and effective borrowing system is in place.</p>

MINIMUM REQUIREMENTS

Minimum qualifications	Bachelor's Degree or graduate qualification in Media, Public Relations or Communications qualification and/or Marketing qualification (NQF7).			
Minimum experience (type and years)	<ul style="list-style-type: none"> • Five years' experience in communication and marketing management within a medium to large organisation, as well as oversight of human and physical resources. • Proven leadership of integrated communication and marketing strategies, including strategy development, execution, monitoring and evaluation. • Demonstrated expertise in brand and reputational management, including media relations and executive-level communications. • Five years' experience in internal communications and stakeholder engagement, across diverse and complex institutional environments. • Experience managing digital and multimedia platforms, including social media, websites, bulk email communications and content distribution. • Track record in project and campaign management, including large-scale events and multi-channel initiatives. • Familiarity with alumni relations and relationship management within an institutional or public-interest context. • Sound financial and operational management skills, including budget planning and control. • Excellent command of English (written and verbal). • Strong human and public relations skills, including in media management and comprehensive management of project teams, often simultaneously. • Good presentation skills; strategic and creative thinking. • Basic design skills in CANVA/PowerPoint/design software, with a demonstrated eye for visual/design appeal. • Budget management experience: the department is responsible for a large number of events and projects requiring forecasting and managing expenditure and reconciliation of budgets. <p>The following will be advantageous:</p> <ul style="list-style-type: none"> • Knowledge/understanding of a university and higher education environment. • Knowledge of, or fluency in, other South African languages. • Post graduate qualification in Media, Public Relations or Communications qualification and/or Marketing qualification. • Evidence of innovative approaches to corporate communication, storytelling and campaign initiation. 			
Skills	See above			
Knowledge	See above			
Professional registration or license requirements	None			
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Ability to handle cash or finances'.)	See above			
Competencies (Refer to <u>UCT Competency Framework</u>)	Competence	Level	Competence	Level
	Written Communication	2	Analytical thinking / Problem solving	2
	Resource management	2	Client/student service support	2
	Building interpersonal relationships Individual leadership 3	2	University awareness	2
	Creativity and innovation	2	Professional knowledge and skill	2

SCOPE OF RESPONSIBILITY

Functions responsible for	Managing the communications and marketing function as follows: The work of the team and human resource matters in the department including chairing selection committees of the FHSCMD; strategy development for the department as well as activities like projects and events; overseeing coordination and integration of portfolio activities and oversight of specific activities; executive communications; internal communications; branding; events, projects and campaigns (these can involve chairing committees comprising pass and academic staff as well as students; publications; media relations; social media and other digital communications; website content management; vendors and stakeholder briefing or liaison; alumni relations; budget planning and control. Participation in Deanery management activities.
Amount and kind of supervision received	From the Dean or members of deanery: minimal and in relation to strategic activities where the Dean/s is/are directly involved, for their input or approval. This includes Faculty executive communications, events or projects, expenditure beyond the approved budget, as well as approving HR appointments as the line manager.
Amount and kind of supervision exercised	There are 3 line reports, two at professional specialist level: Communications Officer (pc 10); Web and Digital Editor (pc 9) and Administrative Assistant (pc 7); project expenditure within budget.
Decisions which can be made	Priorities for the department; day to day operational decisions with regard to execution of strategies and activities within the department; interventions required to address challenges which do not have a direct impact (reputational or not) on the Executive or Faculty; allocation of activities and resources within the team; team objectives and staff development decisions; expenditure as per UCT policy.
Decisions which must be referred	Reputational risks to the University or Faculty or in the joint space (WCG: Department of Health); recommendations for staff appointments to Dean as line report; expenditure beyond allocated budget and as per UCT policy.

CONTACTS AND RELATIONSHIPS

Internal to UCT	Dean; Deputy Deans; Heads of Departments (PASS and Academic as required); Committee Chairs (as required); FHS Communications and Marketing team; FHS Communications Managers; Management of UCT Communications and Marketing Department/ Operations/Traffic/Campus Protection Services; VC's Office, UCT ; Faculty Communications and Marketing team
External to UCT	Media from time to time for general requests of a general academic nature (Western Cape Health Department: head of Communications and Marketing; communication managers of Hospitals); vendors; alumni; parents; media counterparts of partners/funders for briefing or support on high-level communications/projects/events; where required; communications and marketing heads of external universities, especially those relevant health sciences.