

**NOTES**

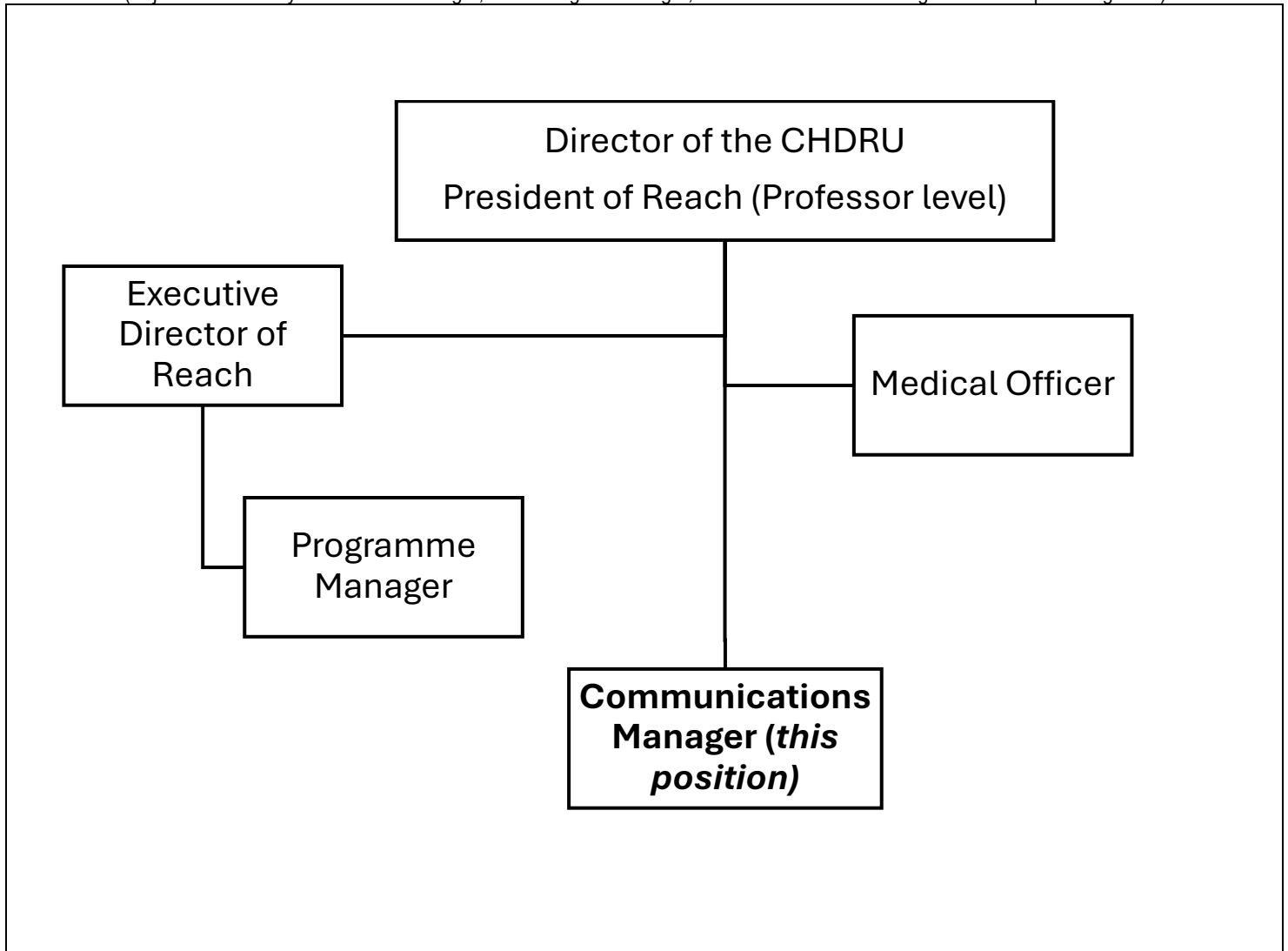
- Forms must be downloaded from the UCT website: <https://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

**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	Faculty of Health Sciences		
Academic department / PASS unit	Paediatric Cardiology		
Division / section	Paediatrics and Child Health		
Date of compilation			

**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 develop, manage and implement communication and marketing strategies to strengthen the visibility and impact of the Children's Heart Disease Research Unit (CHDRU) and associated technical support NGO, Reach, ensuring an effective online presence.

The individual will be responsible for:

1. Developing, editing, and proofreading content relevant to ongoing projects
2. Ensuring both the CHDRU and Reach websites have content that is relevant and up to date
3. Posting on LinkedIn / Facebook / X as required to promote work or opportunities among our networks
4. Stakeholder communication and organisation support
5. Managing the production of a diverse range of communication products
6. Taking the lead in organising media outreach
7. Developing and driving the CHDRU and Reach's social media strategy
8. Media liaison and management

This position will be based at the CHDRU, based at Red Cross War Memorial Children's Hospital, but work with an international team and therefore be required to attend meetings virtually as well as in-person.

**CONTENT**

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
1	<b>Develop and implement a communications strategy</b>	20%	<ul style="list-style-type: none"> <li>• Develop and implement a multi-layered communications strategy to ensure CHDRU and Reach research, activities and events receive optimal exposure locally and internationally.</li> <li>• Review CHDRU and Reach strategic goals and research agenda and align these to communications priorities</li> <li>• Analyse brand positioning and visibility gaps</li> <li>• Develop a research to communications handover process</li> </ul>	<ul style="list-style-type: none"> <li>• A comprehensive communications strategy and workflow system aligned with strategic goals and research agenda.</li> <li>• Understanding and support must be built amongst staff on the strategy as well as clarity as to how to implement it the common strategy is updated in line with CHDRU and Reach's organizational policies</li> <li>• A written communication strategy is developed and regularly updated.</li> <li>• CHDRU/Reach branding must be refreshed in line with the vision and mission and a branding kit and guidelines should be produced.</li> <li>• CHDRU/Reach visual identity and social media presence must be consistent across all communications platforms and products</li> </ul>
2	<b>Conceptualise, manage, write and edit a range of communications products</b>	30%	<ul style="list-style-type: none"> <li>• Lead the development of high-quality written, visual and digital content.</li> <li>• Work with website hosting partners to resolve technical issues and maintain site functionality.</li> <li>• Develop a dashboard fro performance tracking</li> <li>• Identify well qualified and suited graphic designers to work with researchers, or work directly with graphic designers, to create publications</li> <li>• Manage and grow CHDRU and Reach's social media presence across X, Facebook and LinkedIn.</li> <li>• Engage with media outlets to increase the visibility of CHDRU/Reach.</li> </ul>	<ul style="list-style-type: none"> <li>• Fully functional and up-to-date CHDRU and Reach websites.</li> <li>• Active, engaging social media presence with relevant performance metrics.</li> <li>• Featured articles, interviews or impactful media engagement.</li> <li>• Regularly delivered awareness events.</li> </ul>

3	<b>Stakeholder communication and organisation support</b>	15%	<ul style="list-style-type: none"> <li>• Coordinate and oversee topic-specific webinars and virtual events.</li> <li>• Provide support in organising key stakeholder meetings.</li> <li>• Compile and distribute clear project update emails.</li> </ul>	<ul style="list-style-type: none"> <li>• Webinars and virtual events promoted across relevant partner networks.</li> <li>• Coordinated stakeholder meetings between CHDRU/Reach and partners.</li> <li>• Partners remain informed about projects and priorities.</li> </ul>
4	<b>Development of content for dissemination to RHD stakeholders</b>	25%	<ul style="list-style-type: none"> <li>• Produce written and visual content for internal reports, documents, stakeholder communications and online platforms.</li> <li>• Draft Briefing Notes timed to global health events.</li> <li>• Proofread materials to ensure accuracy, consistency and adherence to style and branding guidelines.</li> <li>• Maintain external communications channels to keep stakeholders informed.</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholders remain informed about CHDRU/Reach's activities and outputs.</li> <li>• Increased visibility within paediatric cardiology and global health communities.</li> <li>• Analytics for prospectus and formal reporting.</li> </ul>

5	Media liaison and <b>monitoring</b>	10%	<ul style="list-style-type: none"> <li>• Cultivate and maintain relationships with a network of media contacts</li> <li>• Respond to requests for information from the media and the public, determining appropriate, accurate response and linking with appropriate CHDRU contacts (internal or external) for response</li> <li>• Identify opportunities to promote CHDRU/Reach work in response to current events and news coverage</li> <li>• Strategically guide, develop and manage media campaigns to keep public and partners informed of CHDRU/Reach programmes, accomplishments or advocacy messages</li> <li>• Build the capacity of CHDRU/Reach staff to engage effectively with the news and social media</li> </ul>	<ul style="list-style-type: none"> <li>• Cordial media relations are continuously established and maintained</li> <li>• Media interview requests are efficiently coordinated</li> <li>• CHDRU/Reach’s work is highlighted during health-related days</li> <li>• Press statements, op eds, or social media – or a combination thereof – promote the CHDRU/Reach communications objectives</li> </ul>
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### MINIMUM REQUIREMENTS

Minimum qualifications	NQF6 qualification relevant to health science, communications, policy, advocacy or education			
Minimum experience (type and years)	<ul style="list-style-type: none"> <li>• 6 years' relevant work experience in strategic and research communications</li> <li>• Experience managing online content (website and social media).</li> <li>• 3 years' operating at a senior level within the field</li> </ul>			
Skills	<ul style="list-style-type: none"> <li>• Ability to communicate technical/health content to a wide audience</li> <li>• Ability to use a range of digital platforms/applications</li> <li>• Experience with Microsoft Word, Teams, Power Point and Excel</li> <li>• Experience with communications software for design and distribution (example: InDesign, Canva, Mailchimp)</li> <li>• Excellent writing skills, including capacity to summarise and communicate technical/medical writing</li> <li>• Clarity of expression in speaking and writing, to include communication with people for whom English is a second language</li> <li>• Strong organizational skills, and capacity to work independently</li> </ul>			
Knowledge	<ul style="list-style-type: none"> <li>• Knowledge of communications and marketing principles and strategies</li> <li>• Knowledge of brand management and reputation building</li> <li>• Knowledge of digital marketing tools and platforms</li> </ul> <p>Advantageous:</p> <ul style="list-style-type: none"> <li>• Understanding and ability to translate research into relevant outputs for a variety of audiences</li> <li>• Experience working with non-profit and philanthropic stakeholders</li> <li>• Knowledge of fundraising and proposal development</li> <li>• Strategic and design-thinking</li> </ul>			
Professional registration or license requirements				
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Ability to handle cash or finances'.)	<p>Desirable</p> <ul style="list-style-type: none"> <li>• Experience in health-related translation and dissemination</li> <li>• Interest in global health policy and advocacy</li> <li>• Experience working with a range of global health stakeholders</li> <li>• Ability to manage communications budget</li> <li>• Privacy with social media logins and passwords</li> <li>• Responsible handling of stakeholder contact details</li> </ul>			
Competencies (Refer to <a href="#">UCT Competency Framework</a> )	Competence	Level	Competence	Level
	Analytical thinking / problem solving	2	Teamwork/collaboration	2
	Building interpersonal relationships	2	Creativity and innovation	2
	Communication	2	Information management	2
	Planning and organizing / work management	2	Professional knowledge and skills	2
	Social media platforms competency	2	Leadership and teamwork	2

### SCOPE OF RESPONSIBILITY

Functions responsible for	Communications, websites and networking, management and strategic decision support, marketing and branding
Amount and kind of supervision received	Minimal, must be able to create a communications plan and work in a self-directed manner
Amount and kind of supervision exercised	Close supervision of Comms Assistant
Decisions which can be made	Designing, planning, co-ordinating and executing approved communications strategic plans.
Decisions which must be referred	Critical decisions impacting overall execution of projects are made in consultation with project leads and CHDRU/Reach Director

### CONTACTS AND RELATIONSHIPS

Internal to UCT	Academics, communications and marketing staff throughout the university
External to UCT	Journalists, partners/stakeholders, the public, service providers