HR191	**POSITION DESCRIPTION**	UNIVERSITY OF CAPE TOWN IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD

NOTES

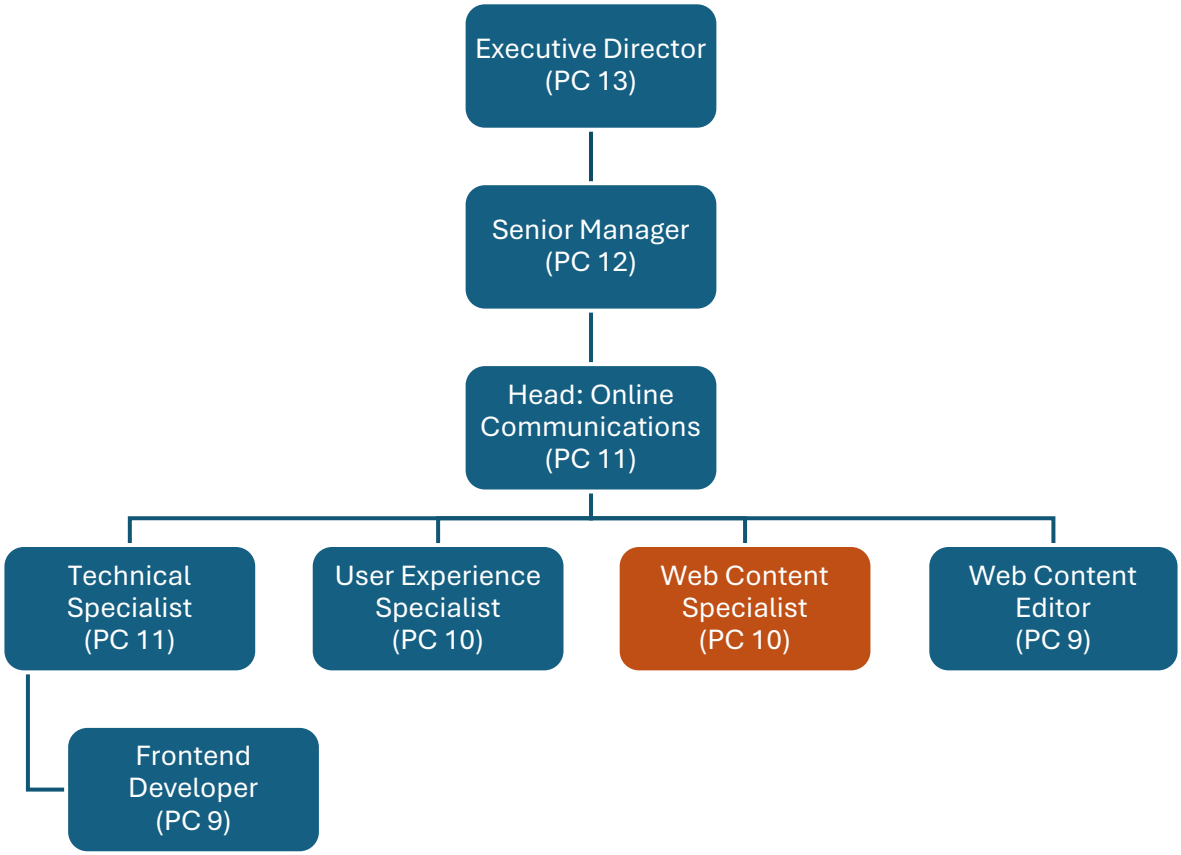
- Forms must be downloaded from the UCT website: https://forms.uct.ac.za/forms.htm
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Web Content Specialist		
Job title (HR Business Partner to provide)			
Position grade (if known)	10	Date last graded (if known)	
Academic faculty / PASS department	Communication and Marketing Department		
Academic department / PASS unit	Online Communications		
Division / section			
Date of compilation	April 2026		

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:

[strategy and planning]

- contribute to and implement web content strategy on CMD-managed websites
- develop and maintain content schedules, coordinating with content owners and managers, and ensure timely delivery and publication of content

[content and delivery]

- curate, write, edit, and manage digital content in alignment with CMD guidelines and best practice, ensuring content is current, relevant, and engaging
- conduct regular content audits and use analytics to evaluate performance, inform improvements, and support strategic decision-making
- produce communications related to web content and systems

[governance and reporting]

- support governance by applying digital presence policy and standards and following related guidelines,
- contribute to knowledge-sharing initiatives, and
- write ad hoc and scheduled reports on work done.

CONTENT

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
E.g.	General and office administration	25%	Takes, types up and distributes minutes and agendas for monthly departmental meeting. Greets visitors, enquires as to the nature of their visit and directs them to the appropriate staff member.	All staff members receive an electronic copy of accurate minutes and agendas, in the departmental template/format, a week before the meeting. Visitors are directed to appropriate staff member in a professional and efficient manner.
1	Digital content curation, management, writing and editing (CMD-managed websites and other platforms)	40%	Web content strategy: • Works with the Head: Online Communications to formulate and refine web content strategy. • Implements CMD web content strategy on the websites.	CMD has an appropriate and effective web content strategy guiding and shaping the websites.
			Digital content schedules: • Creates and maintains web content schedules for the websites and other platforms by liaising with web content owners and managers. • Works with the Web Content Editor to ensure that the schedules are followed and implemented.	The implemented web content schedules enable proper management of time-sensitive content on the websites and other platforms.
			Digital content curation and management: • Curates content to ensure that seasonal and other occurrences and highlights at UCT are reflected on the websites and other platforms. • Liaises with CMD colleagues and faculty and departmental digital content owners and managers to ensure prompt and proactive provision of content for the websites and other platforms. • Provides the Web Content Editor with curated content to implement on the websites and other platforms.	Digital content curation and management: • The websites and other platforms advertise and/or remain in step with UCT's social and academic occurrences and highlights. • Content is available timeously. • The websites and other platforms remain up to date and relevant.
			Web content (writing, updating, editing): • Follows the CMD editorial guidelines. • Writes and edits web content as required. o Edits existing and legacy web content to bring it in line with digital presence policy, standards, guidelines and web content best practice. o Writes content for existing and new web pages and web components. • Performs basic optimisation of images for the web or briefs designers on changes required. • Makes recommendations about image choices (from the digital asset management system (DAMS).	Web content (writing, updating, editing): • Web content uses correct grammar, spelling and punctuation. • Web content editing and writing o Website content is standardised across the sites, compliant with Digital Presence Policy and Standards, and guided and shaped by Digital Presence Guidelines and CMD web content strategy. o New content is added to keep websites updated and fresh. • Images are altered or improved to fit requirements and best practice. • Digital content is illustrated with appropriate images.
			Audits: • Works with the rest of the unit to refine audit methodology.	Audits: • Audit methodology renders website oversight manageable and effective.

			• Works with the Web Content Editor to run audits on the websites (following the provided methodology) to determine their currency and if they are in line with UCT Digital Presence Policy, Standards and Guidelines.
			• Liaises with the web content owners and non-CMD content managers about the audit results and the implementation of agreed remedial actions.
			• Cross-references lists of issues encountered with the CoP knowledge base and ensures that it is updated.
			• Reports the results of the audits to line management.
				• The status of the websites remains a known quantity and remedial actions can be taken if required. The results of audits inform future audits. UCT's web presence is improved once issues are addressed.
				• The web content owners and non-CMD content managers are made aware of the issues to avoid future occurrences and asked to implement remedial actions.
				• Issue lists:
				  ○ The CoP knowledge base helps reduce the occurrences of commonly encountered issues.
				  ○ Listed issues inform future audits, audit methodology, the CoP knowledge base, and web content manager training.
				• Line management is made aware of the issues and can inform CMD management of the status of the sites.

			Analytics: • Keeps track of and reports to line management on specified website statistics. • Works with the rest of the unit to determine what actions can be taken to address issues indicated by statistics or to capitalise on statistics.	Analytics: • Line management is informed of how the sites are performing and can relay that to CMD management. • Web statistics are put to practical use to improve the websites.
			Bulk mail: • Codes and distributes bulk mail using templates in UCT's bulk mail system, if required.	Bulk mail: • The UCT community is kept informed of important matters via bulk mail communications.
			Remains proficient on the WCMS and other relevant platforms.	The Web Content Specialist knows how to use the WCMS and other relevant platforms and remains up to date with altered, improved and/or additional functionality.
2	Official web content management system (WCMS) and its websites	20%	Audits: • Works with the Web Content Editor to run audits on high-profile non-CMD websites (following the provided methodology) to determine their currency and if they are in line with UCT digital presence policy, standards and guidelines. • Reports the results of the audits to the Head: Online Communications. • Liaises with the website owners and/or web content managers about the audit results and the implementation of agreed remedial actions.	Audits: • The status of the high-profile non-CMD websites becomes a known quantity and remedial actions can be taken if required. The results of audits inform future audits. UCT's web presence is improved once issues are addressed. • The Head is made aware of the issues and can inform the site owner. • The websites' owners/content managers are made aware of the issues to avoid future occurrences and asked to implement remedial actions.
			Contributes to the WCMS manuals and informational / demo WCMS website.	Web content managers have access to up-to-date manuals and instructions on the Online Communications WCMS website.
			Communications: • Writes communications on WCMS matters (such as downtime or new functionality) for web content managers.	Communications: • Web content managers are informed about WCMS matters to allow them to take the necessary actions.
			Remains proficient on the WCMS.	The Web Content Specialist knows how to use the system, including altered, improved and/or additional functionality.

3	Community of Practice (CoP)	15%	Contributes to the population of the CoP knowledge base by: • writing and/or editing content about the WCMS, website, technical and governance matters for members, and • assisting the CMD Social Media team by writing and/or editing content for social media practitioners.	The CoP knowledge base is a useful resource for web content and social media practitioners and allows them to help themselves, thereby lessening workload for the unit.
4	Digital presence governance	15%	Remains cognizant of Digital Presence Policy, Standards and Guidelines.	The Web Content Specialist demonstrates strong knowledge of digital presence governance artefacts and applies them appropriately in the execution of their work.
			Remains vigilant for instances of non-compliance and reports them to line management.	Instances of non-compliance are identified, documented, and addressed.
			Works with the Head: Online Communications on keeping the Digital Presence Standards and Guidelines documents current and relevant.	The Web Content Specialist contributes to and writes additions for Digital Presence Standards and Guidelines documents as required.
			Writes content on digital presence matters for the UCT community (e.g. bulk mail, brochures).	The UCT community is informed of digital presence matters pertaining to them and has access to explanatory material on the subject.
5	Benchmarking and innovation	5%	Benchmarks the CMD-managed websites against equivalent tertiary institutions' websites and reports to line management.	Benchmarking keeps CMD in touch with developments on the tertiary websites of other South African institutions and indicates where CMD-managed websites might fall short.
			Joins the Head: Online Communications in building relationships with similar teams internal or external to UCT.	The unit develops cordial and beneficial relationships with their equivalents at other UCT departments or other tertiary institutions, enabling useful exchanges of information.
			Contributes to innovative initiatives by exploring emerging trends, technologies, and best practices in relevant fields to support the unit's objectives.	The team's capability and adaptability are strengthened through the application of current and emerging practices.
6	Logging and reporting	5%	Logs work done on the appropriate platform.	Work done and statistics pertaining to it are accessible for reporting purposes.
			Writes or contributes to ad hoc, quarterly and annual reports for line or CMD management.	The unit's work or reports on specific topics or issues are documented for line and CMD management or other relevant authorities for further action.
7	Transformation	Ongoing	Contributes to the department's transformation plan by ensuring that work is aligned with UCT and CMD's overall transformation strategy.	The unit is a team that celebrates their diversity and that is aware of the ways in which their work contributes to the university's overall transformation agenda.

MINIMUM REQUIREMENTS

Minimum qualifications	NQF 6-level qualification in a related field
Minimum experience (type and years)	• Minimum of six years' relevant experience • Experience working in web content management systems (WCMS) • Experience writing, editing and managing web content
Skills	• Excellent web content writing, editing and communication skills • Content curation • Assimilating technical information and simplifying technical matters for a non-technical audience • Writing and structuring content for the web • Editing content via a WCMS • Condensing and summarising information • Excellent attention to detail • Quality control of own work • Basic image optimisation
Knowledge	• Excellent web literacy • Web information architecture • Working knowledge of web analytics • Working knowledge of web accessibility standards • Basic search engine optimisation (SEO) principles for web content • Generic best practice for websites • Employing AI to assist with tasks Advantageous: • Knowledge of HTML and basic CSS
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'.)	

Competencies (Refer to UCT Competency Framework)

Competence	Level	Competence	Level
Written communication	2	Teamwork / collaboration	2
Analytical thinking/problem solving	2	Building interpersonal relationships	2
Professional knowledge and skill	2	Communication	2
Planning and organising	2	Quality commitment / work standards	2
Continuous learning	2	University awareness	2

SCOPE OF RESPONSIBILITY

Functions responsible for	Responsibility within or for a section of a department. Judgment has impact on significant part of department. Applies detailed knowledge of interactions between work unit policies, systems and procedures and policies, systems and procedures in any other related areas, to respond to standard circumstances. Advises, assists and influences others. Networks and consults. May suggest operational changes or make minor refinements to local procedures where the impact on related activities and procedures is considered. Digital content writing, editing, curation, and management for CMD-managed websites; writing and editing content for the Community of Practice; auditing websites; contributing to the improvement of CMD-managed and other high-profile websites
Amount and kind of supervision received	Supervisor assigns work by broadly defining objectives, outcomes, priorities and deadlines. Plans and executes work using theoretical, policy and technical knowledge to apply and interpret procedures. Duties arise from role statements, supplemented by assignment allocation as relevant. Problems and deviations are solved with reference to instructions, policies and accepted practices. Work is reviewed for technical adequacy and conformance with practice and policy. Participates in planning and scheduling a range of activities and responsibilities. Supervisor provides more general assistance in unusual situations that do not have clear objectives. May supervise the work of junior staff and have responsibility for the day-to-day operation of work where this involves setting priorities and meeting service standards. Reports to the line manager of the unit; is expected to be able to work independently on tasks and projects assigned, with minimal supervision

Amount and kind of supervision exercised	N/A
Decisions which can be made	Makes deterministic, process, system decisions. Executes rules according to interpretive decision-making levels. Decides 'how' the rule is to be carried out from established theory, processes, practice, systems, trade knowledge and rules and regulations. Can choose which process to use, deciding 'how', 'where' and 'when'. Knows the theory behind the operations. Website decisions that do not substantially affect website architecture.
Decisions which must be referred	Supervisor assigns work by broadly defining objectives, outcomes, priorities and deadlines. Plans and executes work using theoretical, policy and technical knowledge to apply and interpret procedures. Duties arise from role statements, supplemented by assignment allocation as relevant. Problems and deviations are solved with reference to instructions, policies and accepted practices. Work is reviewed for technical adequacy and conformance with practice and policy. Participates in planning and scheduling a range of activities and responsibilities. Supervisor provides more general assistance in unusual situations that do not have clear objectives. May supervise the work of junior staff and have responsibility for the day-to-day operation of work where this involves setting priorities and meeting service standards. Decisions that impact web content strategy or policy; website decisions that substantially affect website architecture

CONTACTS AND RELATIONSHIPS

Internal to UCT	Academic staff, including lecturers, senior lecturers, associate professors, professors, heads of departments, deans of faculties, directors, executive directors, deputy vice-chancellors, vice-chancellor, registrar, members of council, members of senate and others. PASS staff, including all pay classes, colleagues, heads of departments, managers, directors, executive directors and others.
External to UCT	As required by circumstances, this may include any external parties that are directly or indirectly related to the post’s objectives.