


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

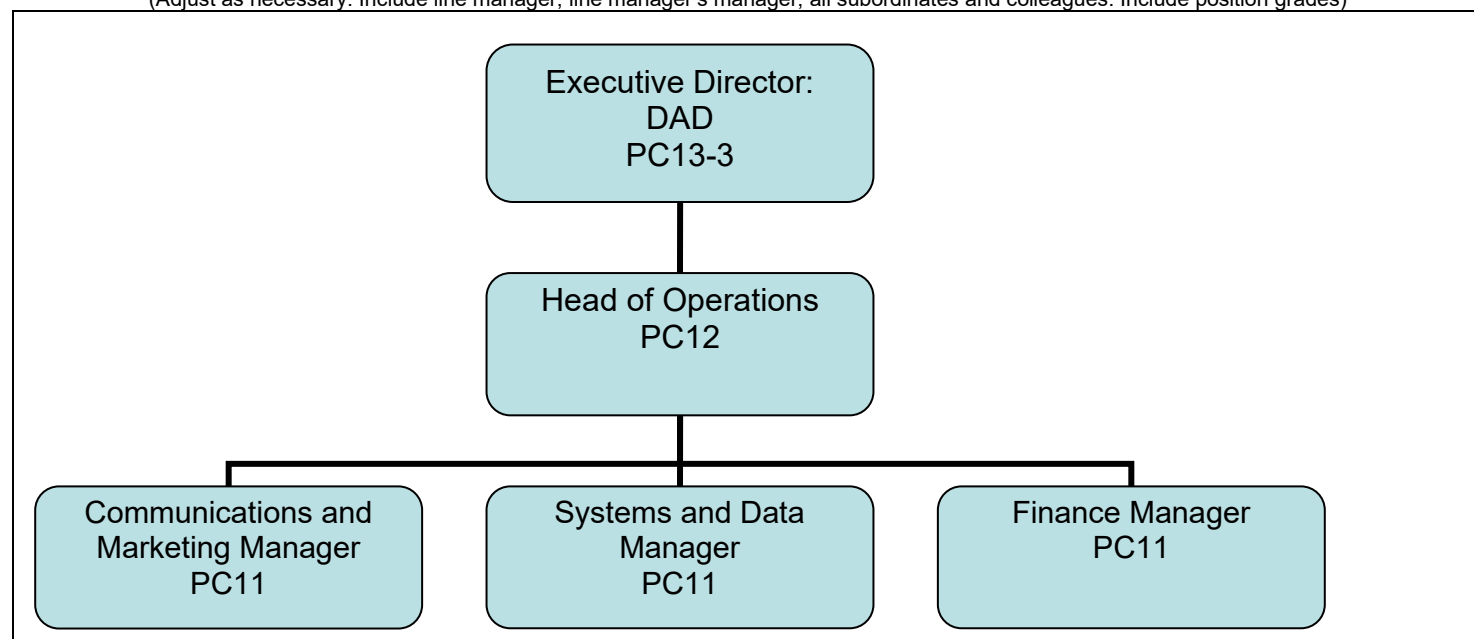
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Communications and Events Manager		
Job title (HR Business Partner to provide)	Chief Alumni and Development Specialist		
Position grade (if known)	PC11	Date last graded (if known)	
Academic faculty / PASS department	Development and Alumni		
Academic department / PASS unit	DAD Operations		
Division / section	Communications and Events		
Date of compilation	September 2024		

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 plan and deliver a program of communications and events to engage donors, alumni and supporters for the national and international offices

CONTENT

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
E.g.	General and office administration	25%	<p>Takes, types up and distributes minutes and agendas for monthly departmental meeting.</p> <p>Greets visitors, enquires as to the nature of their visit and directs them to the appropriate staff member.</p>	<p>All staff members receive an electronic copy of accurate minutes and agendas, in the departmental template/format, a week before the meeting.</p> <p>Visitors are directed to appropriate staff member in a professional and efficient manner.</p>
1	Develop and deliver strategic communication plans in support of DAD programs.	10%	<ul style="list-style-type: none"> • Conduct market research and audience analysis to understand alumni and supporter demographics, interests, and communication preferences. • Develop a comprehensive communication plan outlining key messaging, channels, and tactics to effectively reach and engage alumni and supporters. • Generate relevant and engaging content aligned with DAD programs to communicate the department's impact, achievements, and opportunities for involvement. • Execute communication strategies according to the established plan, ensuring timely delivery and consistent messaging across various platforms. Monitor and evaluate the effectiveness of communication efforts, gathering feedback and data to inform future strategies and adjustments. 	<ul style="list-style-type: none"> • A comprehensive communication plan document that includes key messages, selected communication channels, and specific tactics with timelines for engaging alumni and supporters. • A content calendar featuring a schedule of articles, newsletters, social media posts, and other content pieces • An annual performance evaluation report with key metrics, feedback summaries, and recommendations for improving future communication strategies based on collected data.
2	Oversee and manage professional and effective functioning of the Communications and Events Team	10%	<ul style="list-style-type: none"> • Establish annual targets for all team members and work with them to ensure they are met • Develop customized personal development plans for each team member to address strengths and areas for improvement. • Conduct regular coaching sessions to provide guidance, feedback, and support • Organize relevant training programmes • Foster a collaborative and positive team culture. 	<ul style="list-style-type: none"> • Individual annual plans and targets are in place for all team members • Each team member has a development plan in place • Output and commitments of all team members are delivered on time and in a professional manner • The communications and events team operates in a constructive, professional, effective and integrated manner with all staff across the DAD department, and within the University as a whole
3	Create compelling content for fundraising campaigns and alumni engagement activities.	40%	<ul style="list-style-type: none"> • Create diverse and engaging content such as articles, videos, testimonials, and social media posts that highlight the impact of donations and involvement with the department. • Craft compelling messaging and calls-to-action for fundraising campaigns and alumni engagement initiatives, focusing on the value proposition and benefits of participation. • Coordinate the creation of visually appealing assets, including graphics and multimedia elements • Implement a distribution strategy to disseminate content across various channels, including website, email newsletters, social media platforms, and print materials. 	<ul style="list-style-type: none"> • A comprehensive suite of relevant and compelling content in place, to be shared across the DAD department • An effective and compelling DAD website is in place – up to date and accurate • Various communication channels in place to deliver content – this includes via the website, newsletters, and social media platforms

4	Plan and manage the annual alumni communications schedule including e-news, magazine, social media.	15%	<ul style="list-style-type: none"> • Create a comprehensive content calendar outlining the schedule for e-newsletters, magazine issues, and social media posts, ensuring consistent communication throughout the year. • Generate original content and curate relevant news, updates, and alumni stories to populate the communication channels and keep alumni informed and engaged. • Segment the alumni audience based on factors such as graduation year, interests, and engagement level, tailoring communication content and timing to meet the specific needs and preferences of each segment. • Track and analyse key metrics such as open rates, click-through rates, and engagement levels across different communication channels, using insights to refine and improve future communications. 	<ul style="list-style-type: none"> • A content calendar for alumni in place and communicated, segmented for the alumni audience • The communication is delivered as per the delivery and content calendar • A report on key metrics, including recommendations for increasing engagement, presented to the DAD leadership team on a quarterly basis
5	Plan and oversee the annual DAD events program in support of departmental objectives.	15%	<ul style="list-style-type: none"> • Define objectives and themes for DAD events, aligning them with departmental goals and priorities. • Coordinate all aspects of event planning, including venue selection, budget management, vendor coordination, and logistical arrangements. • Design event programs that offer value to attendees, incorporating opportunities for networking, professional development, and showcasing departmental achievements. • Develop marketing and promotional strategies to attract attendees, utilizing various channels such as email invitations, social media promotion, and alumni networks. • Evaluate the success of events through attendee feedback surveys, post-event analysis, and assessment of outcomes against predefined objectives, identifying areas for improvement and best practices for future events. 	<ul style="list-style-type: none"> • An annual event calendar is shared in January of each year, with regular updates communicated to the broader DAD team • All planned events delivered professionally, timeously and within budget • Events are effective in achieving the goals of the DAD department • An evaluation report is drafted for each significant event • A consolidated evaluation report, with recommendations, is presented to the DAD team on a quarterly basis
6	Proactively manage the reputation of the institution through relevant communications with alumni and supporters.	10%	<ul style="list-style-type: none"> • Develop a strategy, in line with the CMD strategy for managing the institution's reputation, identifying potential risks and opportunities for enhancing positive perceptions among alumni and supporters. • Establish channels for soliciting feedback from alumni and supporters, demonstrating responsiveness to their concerns and perspectives, and leveraging insights to inform decision-making and communication strategies. • Cultivate strategic partnerships with alumni associations, advocacy groups, and influential supporters to amplify positive messaging and enhance the institution's reputation through collaborative initiatives and endorsements. 	<ul style="list-style-type: none"> • A DAD strategy is in place and shared with the DAD management team • A report on concerns and perspectives of alumni and supporters presented to the DAD leadership team biannually, with recommendations on engagements strategies to best address the issues

MINIMUM REQUIREMENTS

Minimum qualifications	NQF 7 bachelor's degree in communications and marketing qualification or in Humanities or Public Relations			
Minimum experience (type and years)	10 years' experience in Communications and/or Marketing (with 5 years management experience). Strong writing and editing skills, brand management experience, Ability to engage with stakeholders and to manage suppliers			
Skills	Working knowledge of MS office suite (Word, Excel, etc) Excellent writing in English Strong interpersonal skills Excellent planning and scheduling skills Excellent management, budgeting, planning and decision-making skills; Highly organized and structured with excellent attention to detail; Excellent writing and communication skills Excellent time management skills Excellent prioritization skills Ability to work under pressure, both independently and as part of a team Creativity Experience in public relations Content production and digital content curation (website and social media)			
Knowledge	Excellent knowledge of Integrated Marketing Communications, project planning and implementation; A good understanding of the Higher Education environment specifically as it relates to Marketing and Branding Current communications and marketing conventions and practices Current South African media landscape, specifically in higher education South Africa's media practices, especially relating to republication of content, use of images and photographs, permissions for reuse of external content UCT policies relating to the Communication and Marketing Department Legal limitations to the freedom of artistic creativity, freedom of the press and media in as far as respecting people's privacy, dignity and reputation			
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
	Building Interpersonal Relationships	3	Analytical thinking & problem solving	3
	Communication	3	Planning and Organizing	3
	University awareness	2	Teamwork	2
	Initiating action	3	Persuasiveness	2
	Resource management	2	Decision-making/ Judgment	2

SCOPE OF RESPONSIBILITY

Functions responsible for	Plan and deliver a program of communications and events to engage donors, alumni and supporters for the national and international offices
Amount and kind of supervision received	Expected to initiate and carry out tasks independently with input from the Head of Operations
Amount and kind of supervision exercised	Manage and oversee the staff and operations of the staff reporting to the communications and marketing manager
Decisions which can be made	Decisions in line with KPAs
Decisions which must be referred	Any matters which must be escalated.

CONTACTS AND RELATIONSHIPS

Internal to UCT	Communications and Marketing, Office of the Vice Chancellor, Faculties, Students, Research Office
External to UCT	Journalists, Alumni, Sponsors, Media houses, Suppliers, PR Agencies