

**NOTES**

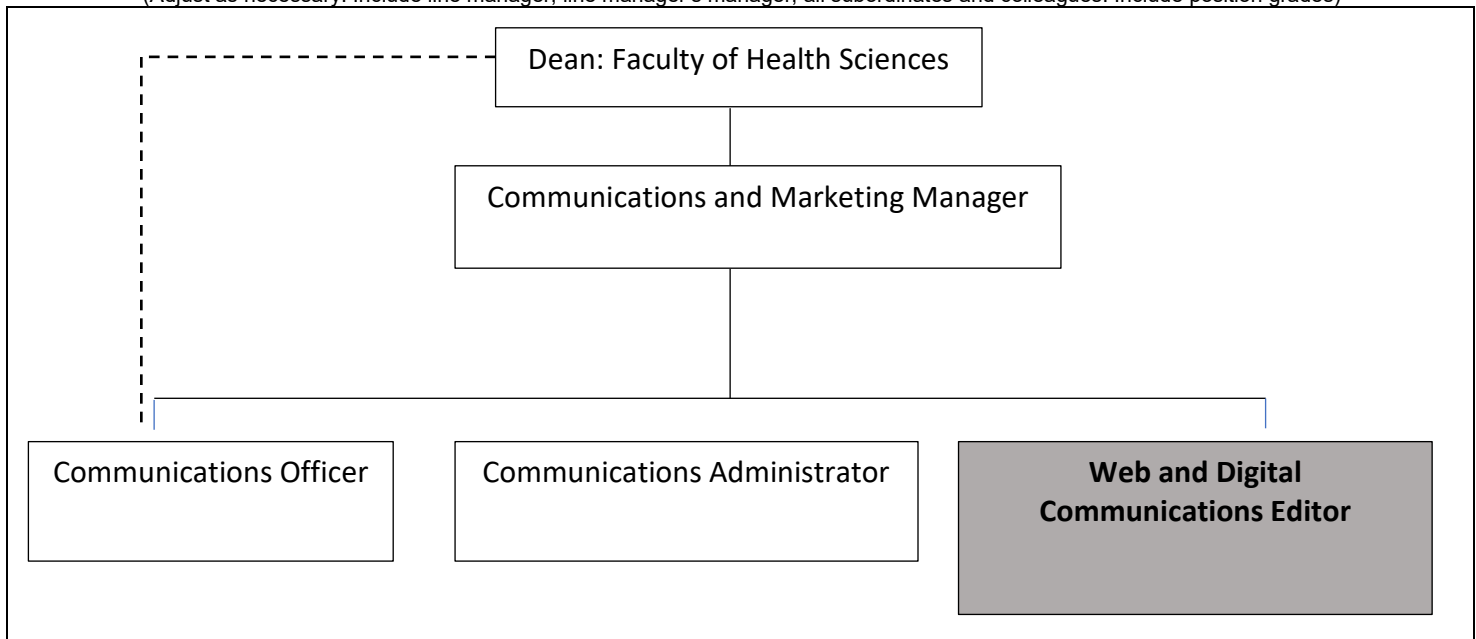
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

**POSITION DETAILS**

Position title	Web and Digital Communications Editor		
Job title (HR Practitioner to provide)			
Position grade (if known)	PC 9	Date last graded (if known)	
Academic faculty / PASS department	Health Sciences		
Academic department / PASS unit	Communications and Marketing		
Division / section	Deanery		
Date of compilation	27 November 2019 /edited 8 May 2024/29 October 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 manage the content of the Faculty of Health Sciences' website and other digital platforms as part of the Faculty communications and marketing strategy.

The scope of the job includes responsibility for the Faculty corporate website and other digital accounts; website copy sourcing, development, editing and uploading; social media and digital communications and marketing; basic graphic design support to the Department, and evaluating HSF's digital presence and community engagement. This includes identifying problems and interventions to address these.

**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	<b>Web content management</b>	25%	<p><b>Website strategy</b></p> <p>Draft the Faculty website strategy in consultation with line manager, in alignment with the UCT Web Strategy This will include:</p> <ol style="list-style-type: none"> <li>1. A draft review process</li> <li>2. A draft implementation plan to support this.</li> </ol> <p><b>Manage and maintain the areas of the website for which HSF is directly responsible:</b></p> <p><b>Web Content</b></p> <ol style="list-style-type: none"> <li>1. Identify and/or source content to keep fresh and current.</li> <li>2. Code, where required, and upload content and multi-media products/links across faculty platforms as appropriate or required.</li> <li>3. Liaise with HSF Departmental website administrator colleagues who request assistance and provide guidance to support them with addressing their web content issues, as required.</li> </ol> <p><b>Monitor content, compliance and take appropriate action</b></p> <ol style="list-style-type: none"> <li>1. Monitor all content on Faculty website to ensure they are accurate and timeously updated: <ol style="list-style-type: none"> <li>a. Identify outdated content, remove and source new, where appropriate.</li> <li>b. Update governance appointments as required.</li> <li>c. Identify potential reputational risk for the Faculty and departmental websites, alert the appropriate personnel and ensure this is corrected.</li> </ol> </li> <li>2. Maintain relationships with other web content managers in the Faculty: <ol style="list-style-type: none"> <li>a. Maintain an updated list of these contacts.</li> <li>b. Communicate with them as required: <ol style="list-style-type: none"> <li>c. Respond to enquiries/requests from web users, referring them to appropriate personnel for assistance.</li> <li>d. Identify problematic areas with departmental websites, and liaise with colleagues to facilitate management and editing of their site content.</li> </ol> </li> </ol> </li> <li>3. Create and implement a schedule to monitor compliance with the UCT Web Content Management policy.</li> </ol>	<p>A draft Faculty web strategy is submitted.</p> <p>Plan has been implemented</p> <p>Positive feedback on the user experience</p> <p>Content and publications are uploaded timeously. All content and imagery are current and timeously loaded.</p> <p>Content is refreshed, current, accurate and risk free.</p> <p>An updated database of Faculty content managers</p> <p>HSF site web and digital content owners/ managers are assisted to improve their web and digital content.</p> <p>The HSF sites comply with UCT Web Content Management.</p> <p>Other corporate site content managers are supported and adhere to policy.</p> <p>The site is visually appealing and user-friendly.</p> <p>User problems are identified and interventions developed to address these.</p>

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
			<p><b>Implement measures to ensure the visual appeal of FHS site and user-friendliness</b></p> <ol style="list-style-type: none"> <li>1. Develop new features or pages required to improve the site, in consultation with line manager and the UCT Web Management team, if required.</li> <li>2. Corporate branding is appropriately implemented.</li> <li>3. Explore the creative use of images and design elements that will contribute to visually exciting content (such as on the home page, subsidiaries or in the creation of new pages).</li> <li>4. Identify user problem areas, develop solutions, and assist with the development and improvement of site information and architecture (within the constraints of platform technology) to make website accessible, user-friendly and integrative across other digital platforms.</li> </ol>	
2	<b>Web copy writing, editing &amp; development</b>	10%	<p><b>Web Written content</b></p> <ol style="list-style-type: none"> <li>1. Coordinate the drafting of copy for the main HSF website (www.health.uct.ac.za) and where critical, departmental websites.</li> <li>2. Edit the content of the HSF website and HSF departmental website landing pages.</li> <li>3. Draft/edit suitable language for headlines on sections/ articles where required.</li> <li>4. Repurpose existing copy for blurbs.</li> <li>5. Implement website and other digital copywriting principles appropriate for various platforms, in line with UCT policy guidelines.</li> </ol>	<p>The HSF site web content is written in way which maximizes the site's usability and effectiveness as well as indexing by search engine</p> <p>The HSF sites serve as an effective marketing tool for UCT</p> <p>Site content is up-to-date and accurate</p>
3	<b>Social Media Marketing</b>	20%	<p><b>Social media strategy</b></p> <ol style="list-style-type: none"> <li>1. Contribute to the development of the Faculty social media marketing and communications strategy, specifically: <ol style="list-style-type: none"> <li>a. Prepare social media strategy.</li> <li>b. Draft strategy is produced with implementation plan to support this.</li> </ol> </li> <li>2. Identify appropriate digital platforms and collaboration opportunities for promotion of the Faculty's digital presence.</li> </ol> <p><b>Content development</b></p>	<p>Social media strategies and plans</p> <p>HSF 's official social media drive visitors to the HSF website and HSF department websites</p> <p>Increase stats</p> <p>Draft communications strategy is produced</p> <p>A draft implementation plan is produced</p> <p>Appropriate platforms are used</p> <p>Postings are achieved via accounts both in the Faculty and at UCT</p>

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			<p>1 Edit, package and publish selected content on social media as per plan or required.</p> <p><b>Community Engagement</b></p> <p>1. Monitor and report usage statistics of official social media and digital platforms.</p> <p>2. Monitor and timeously act on enquiries for information by visitors on official social media platforms.</p> <p>3. Monitor social media for trends, inaccuracies and potential reputational risk, timeously report to line manager, and effect/facilitate corrections made on social media platforms in consultation with line manager.</p> <p>4. Assist with the implementation and monitoring of compliance with the UCT Social Media Policy, through appropriate interventions to improve compliance.</p>	<p>Social media content is appropriately packaged with new and current information on a regular and strategic basis</p> <p>Usage and engagement statistics are available in an effective and user-friendly format</p> <p>An effective information service is provided via responses (direct or referred) to queries on official social media platforms</p> <p>UCT's reputation is not adversely affected by contributions and complaints to its official social media platforms</p> <p>The UCT Social Media Policy is implemented and adhered to</p>
4	<b>Digital communications</b>	20%	<p><b>Branding and user-friendliness of all digital accounts, including internal communications platforms</b></p> <p>1. Maintain and update brand consistency of various communications products across platforms (eg Dean's Desks, Infomailers, Faculty Announcements, or any others developed).</p> <p>2. Explore the creative use of images and other design elements on digital platforms to make communication tools visually interesting, user-friendly and content accessible.</p> <p><b>Content</b></p> <p>Assist with uploading of content and distribution of digital communications:</p> <p>1. Package and upload communications for distribution, including bulk-email.</p> <p>2. Content for BOO screens are packaged and sent to CMD for uploading.</p> <p><b>Bulk email communications</b></p> <p>1. Maintain mailing lists with the support of the Communications Administrator.</p> <p>2. Prepare and send mailers as per plan and as required.</p>	<p>Communications platforms are easily identifiable and appropriately branded, visually interesting, and user-friendly</p> <p>All members of the faculty community are receiving communications</p> <p>Boo and Faculty screens regularly feature key content distributed via other platforms</p> <p>Bulk communications are branded, appealing and user-friendly and distributed to all staff as per plans</p>
5.	<b>Basic graphic design for multimedia</b>	20%	<p><b>Conceptualize, produce, format required artwork for various digital platforms and products</b></p> <p>1. <b>Website:</b> Graphic elements to enhance products or pages on the site, where appropriate (eg process flow charts, icons, infographics).</p>	<p>The FHS achieves a visually engaging multimedia clearly branded presence across all digital platforms</p>

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		<p><b>2. Social Media:</b> These are informed by themes and topics in social media content calendar and by adhoc requirements (eg. Sox for Docs, other Faculty activities requiring promotion/publicity).</p> <p><b>3. Bulk Email</b></p> <ol style="list-style-type: none"> <li>1. Develop header graphics and email templates for faculty communications, including Dean's Desks, Faculty Announcements, and other products as per the Faculty Communications strategy.</li> <li>2. Incorporate visual elements to enhance communication, where required (eg. graphics in Dean's Desks).</li> </ol> <p><b>4. Institutional public screens (Boo)</b> Repackage artwork for identified communication, in line with CMD guidelines.</p> <p><b>5. Digital marketing material</b></p> <ol style="list-style-type: none"> <li><b>1. Presentations</b> Create branded templates or slides for FHS events or talks.</li> <li><b>2. Events</b> Create invitations, forms and other collateral.</li> <li><b>3. Campaigns</b> Create flyers, and graphic elements.</li> </ol> <p><b>Research, source material</b></p> <ol style="list-style-type: none"> <li>1. Contact relevant stakeholders for materials and imagery.</li> <li>2. Review the internal digital content archives for any relevant images or materials.</li> </ol> <p><b>Develop graphics/content</b></p> <ol style="list-style-type: none"> <li>1. Receive a brief or theme for the development of graphics and content.</li> <li>2. Compile the digital asset based on the brief and with the relevant source material.</li> </ol> <p><b>Get inputs from appropriate stakeholders</b> All artwork and designs go through an approval process and editing process as informed by the marketing or communications activity. The team, internal and external stakeholders form part of the process.</p> <p><b>Edit/repackage artwork and images</b></p> <ol style="list-style-type: none"> <li><b>1. Website:</b> Images and photos resized and edited for the various image components on the website.</li> <li><b>2. Social Media:</b> Posts are resized for the various social media channels. Layout adjustments as needed for a resize.</li> <li><b>3. Bulk Email:</b> Images and photos need to be resized and scaled down to fit the recommended settings for the emailer system.</li> </ol>	

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			<p><b>4. Institutional campus tv screens</b>            Resize photo and text to fit the template. Make sure the end-product adheres to the sizing constraints for the screens, in line with CMD guidelines.</p>	
6	<b>Evaluation tools for HSF's website and digital presence and community engagement</b>	5%	<p><b>Monitoring and Evaluation</b></p> <ol style="list-style-type: none"> <li>1. Utilise appropriate evaluation tools that enable monitoring and review of HSF digital platform performance.</li> <li>2. Generate appropriate reports monthly, on a project basis, or as required</li> <li>3. Recommend improvements to management.</li> </ol>	<p>HSF's digital performance is annually reviewed, based on qualitative and quantitative statistics, and improvement plans implemented where required.            HSF digital communications portfolio functions as an effective marketing and information tool.</p>

### MINIMUM REQUIREMENTS

Minimum qualifications	A relevant NQF level 6 tertiary qualification, such as a National Diploma in web design and digital marketing.			
Minimum experience (type and years)	<ul style="list-style-type: none"> <li>• Minimum of 3 - 5 years communications, marketing and design for digital media, social media and website management.</li> <li>• Experience with web usability principles, search engine optimisation, website information architecture, social media product development and marketing, and community engagement.</li> </ul>			
Skills	<ul style="list-style-type: none"> <li>• High level writing skills, including online copywriting, proof-reading and editing</li> <li>• Proficiency in HTML and CSS</li> <li>• Online community and campaign management</li> <li>• Thoroughly familiar with social media platforms</li> <li>• Familiar with digital media analytics and reporting</li> <li>• Client service and support experience</li> <li>• Mid-level graphic design</li> <li>• Basic video-clip editing for social media</li> <li>• Strong interpersonal and teamwork skills</li> <li>• Excellent organisational, planning, and analytical skills</li> <li>• High attention to detail.</li> </ul>			
Knowledge	<ul style="list-style-type: none"> <li>• Proficient with web content management systems</li> <li>• Knowledge of current trends in digital communications and marketing</li> <li>• Social media usability principles</li> <li>• Social media strategies and execution</li> <li>• Community management.</li> </ul>			
Professional registration or license requirements	No, but membership of appropriate industry-related online networks an advantage.			
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Honesty to handle cash or finances'.)	<ul style="list-style-type: none"> <li>• Experience of design and or/ architectural maintenance and development would be advantageous</li> <li>• Flexibility and willingness to work extra hours as required</li> <li>• Ability to work in a team and in a pressurised environment</li> <li>• Maintaining privacy with social media passwords and logins</li> <li>• Managing phone and laptop passwords to safeguard accounts.</li> </ul>			
Competencies (Refer to <a href="#">UCT Competency Framework</a> )	Competence	Level	Competence	Level
	Professional knowledge and skill	3	Quality commitment	3
	Written communication	3	Teamwork/collaboration	2
	Analytical thinking/problem solving	3	Building interpersonal relationships	2
	Planning and organising/work management	3	University awareness	2

### SCOPE OF RESPONSIBILITY

Functions responsible for	Responsibility for the Faculty corporate website and other digital accounts, website copy sourcing, development, editing and uploading, social media and other digital platform content packaging and dissemination, and evaluating HSF's digital presence and community engagement.
Amount and kind of supervision received	Although planning and consulting with line manager is required from time to time to clarify content requirements and priorities, daily or direct supervision should not be required once the incumbent is fully operational.
Amount and kind of supervision exercised	Giving monitoring feedback and improvement requests to owners of sites; giving guidance on policies.
Decisions which can be made	Uploading appropriate content; updating and editing current content; minor design modifications to address problems identified; identify and make recommendations for new improvements; responding to user enquiries or comments and making referral; drafts for new design work and content /packaging; trouble-shooting and providing assistance with technical issues.

Decisions which must be referred	New design and content, potential reputational risks; improvement interventions
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**CONTACTS AND RELATIONSHIPS**

Internal to UCT	FHS CMD team, line manager, Deanery/HODs, departmental support staff, UCT CMD, DAD, Research
External to UCT	Health services partners, collaborators