



NOTES

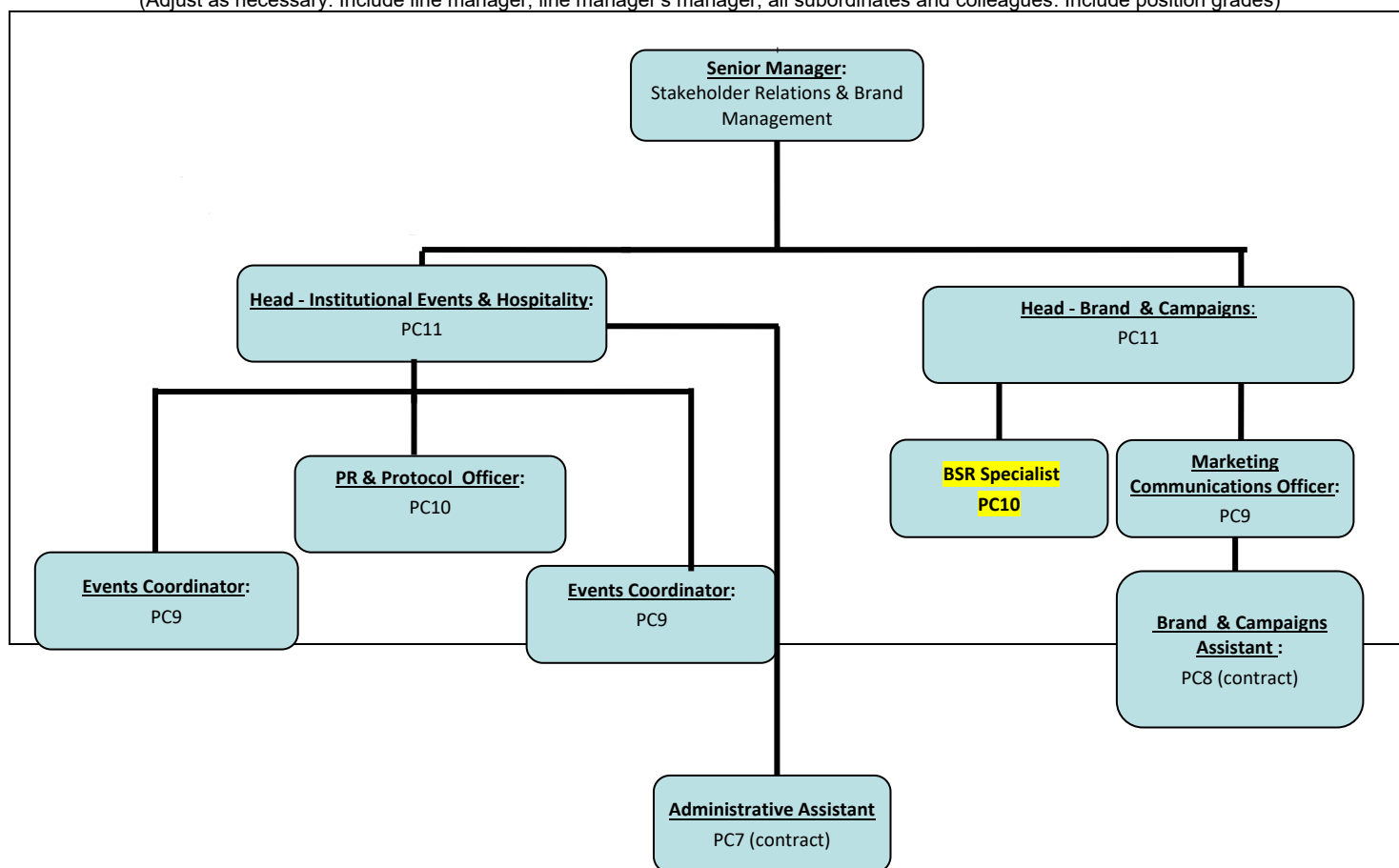
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Brand & Stakeholder Relations Specialist		
Job title (HR Business Partner to provide)			
Position grade (if known)	10	Date last graded (if known)	
Academic faculty / PASS department	Communication & Marketing Department		
Academic department / PASS unit	Brand & Stakeholder Relations unit		
Division / section	Brand and Stakeholder Relations		
Date of compilation	2 May 2023		

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:

- With the Heads and Senior Manager to conceptualise, develop and supervise BSR projects by ensuring integration within the unit, across CMD and UCT.
- To coordinate business development initiatives and opportunities which seek to save or create revenue streams for the department and UCT.
- To ensure that all BSR projects meet quality standards set out by industry and the unit, including vendor management that complies with UCT's procurement and Health and Safety protocols.
- To develop and maintain strategic relationships within CMD and across UCT whilst monitoring project flow within the unit; the rest of CMD and UCT.
- Assist the unit Heads with benchmarking, best practice, and market research.

Key performance areas		% of time spent	CONTENT	
			Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
1	Coordinate business development initiatives and strategically create opportunities for financial savings and additional revenue streams	25%	<p>Together with the Head/s, proactively identify and develop business opportunities and/or risks, potential solutions for the various unit and departmental projects.</p> <p>Research existing and new business development/project opportunities thoroughly, ensuring all potential risks are proactively considered and mitigation actions are set in place (e.g. UCT Concept Store, Brand Campaigns, etc.)</p> <p>Consolidate all research data and provide actionable insights that enables the various/relevant BSR, CMD team members to make informed decisions to understand the viability prospects for projects (impact and ROI).</p> <p>Develop and coordinate project timelines and milestones for approved strategic projects and ensuring financial and human resources</p> <p>Play an active role in departmental planning processes with strategic, operational inputs for quarterly/annual planning cycles.</p> <p>Keep abreast of the latest trends and developments in the Higher Education sector and continually identify ways to add value to unit and departmental objectives and ultimately the broader university.</p>	<p>Appropriate, well-developed business/revenue generating projects aligned to unit/university objectives are presented to for approval and implementation.</p> <p>Well thought out and presented project specific research/business opportunities with analytics, possible risks and recommendations presented to Management/Executive teams for consideration and approval.</p> <p>Share critical and relevant project data and insights with team members in BSR and within CMD on a regularly basis.</p> <p>Key institutional projects are fully developed, written in project proposal format with all relevant timelines, risks and mitigation as well as implementation process for successful execution and submitted to BSR Heads for review.</p> <p>Submits resource and finance requirements at least one week prior to quarterly and annual planning and budgeting cycles.</p> <p>Aware and communicates about developments in the sector (HEi and Communication, Media and Marketing) and contributes to team discussions, brainstorming and official departmental meetings.</p>

2	Project Coordination (internal to unit): Ensure that projects meets the quality standards set out by industry and the unit.	20%	<p>Ensure the content produced by the unit meets the desired quality standards.</p> <p>Communicate and work with the BSR team to ensure that content is accurate and is signed off timeously.</p> <p>Brand & project consult and advice to UCT colleagues as aligned to UCT brand architecture style and corporate and other agreed guidelines</p> <p>Compile and update any unit style and or corporate-guides as needed.</p> <p>Conduct research on potential new suppliers to be added to the vendor pool to supplement quality control standards.</p>	<p>All content (i.e. invites, proposals, templates, creative elements etc.) is reviewed for consistency timeously and complies with UCT corporate identity, style and brand guidelines.</p> <p>All content (i.e. invites, proposals, templates, creative elements etc.) is reviewed for accuracy and brand compliance and sent to the relevant BSR Heads a month before the event.</p> <p>Consult advice as and when required</p> <p>Unit style-guides are compiled in accordance with department and UCT Style & Corporate Identity guides, finalised and submitted for sign off within 4 months.</p> <p>New suppliers are identified and reviewed in terms of UCT's finance policy and recommended to the team for addition to the vendor pool.</p>
3	Project Coordination (external to unit): Conceptualise, develop and supervise BSR projects to ensure integration within BSR, CMD and UCT.	25%	<p>Together with the BSR team, plan and draft an annual schedule of projects.</p> <p>Research and identify opportunities to educate, inform and cultivate relationships with key existing and new audiences.</p> <p>Together with the Heads and PR & Protocol Officer, coordinate project timelines and ensure deadlines are met.</p> <p>Together with the PR & Protocol Officer timeously develop, manage and co-ordinate appropriate marketing campaign strategies for key projects</p> <p>Develop associated planning and implementation docs</p>	<p>Delivery of a draft annual schedule of confirmed BSR projects and anticipated UCT adhoc to Heads: is done by October each year.</p> <p>Suitable communication and promotional channels, Competitor, risk and stakeholder analyses plans are completed 4 months before relevant projects.</p> <p>Project timelines are identified at the beginning of each year for each project. These timelines are communicated to the team and monitored on a project by project basis.</p> <p>Touchpoints are aligned to segmented audiences, an understanding of relevant user journeys is understood. and optimised for maximum output</p> <p>Timeous development of docs including but not limited to Risk Analyses, Promotional Schedule, Project timeline, Implementation plan / Gantt Chart, Stakeholder Analyses, Competitor analyses, Third party promotional</p>

4	Maintain relationships within CMD by monitoring project flow within the BSR unit and the rest of CMD.	15%	<p>Assist with synergising efforts between the and Brand and Events sub-units.</p> <p>Together with the PR & Protocol Officer, oversee overall BSR project operations</p> <p>In consultation with relevant departments at UCT, develop and implement a system to capture, action, track and appropriately coordinate university-wide events and projects that may impact CMD.</p> <p>Synergise efforts between BSR and other CMD units, keeping units informed of upcoming projects/campaigns</p>	<p>Processes and communication between the Brand and Events sub-units run efficiently and inefficiencies are highlighted to the Heads.</p> <p>Oversees/ Supervise the monthly BSR operation meetings to discuss project status and progress. Updates (with the BSR team) project status using suitable project management tools outlets (e.g. online project management software or Cloud based documents)</p> <p>Meet regularly with key stakeholders within the university to develop and maintain a system of tracking university-wide events/campaigns. Suitable success measures and metrics are included and managed across relevant projects CMD is informed and guided regarding projects as and when requested.</p>
5	Finances and benchmarking	10%	<p>Understand the budget for each event and work within this budget while maintaining standards.</p> <p>Propose innovative and creative ideas within the budget.</p> <p>Assist with benchmarking, best practice and market research related to CMD projects.</p> <p>Together with the Heads, devise and implement benchmarking goals for the unit as it relates to the global and local Hei</p> <p>Together with the Heads, devise and implement internal UCT brand and project (faculty & department) benchmarking / streamlining ideals</p> <p>Together with the PR & Protocol Officer develop or adjust existing police/guidelines for the purposes of BSR team integration and or CMD departmental synergy and optimisation</p>	<p>Budgetary requirements are adhered to for each project.</p> <p>Researched ideas are presented to the Heads regularly.</p> <p>Research on best practice and new technologies within the event industry is presented to the Heads.</p> <p>Annual internal and external implementation goals are agreed to, implementation plans are conceptualised for approval by October each preceding year and implemented thereafter.</p> <p>Benchmarking goals are agreed to annually. Implementation plans and suitable content is developed each year and communicated to the internal market via regular face-to-face roadshows, masterclasses and/or other suitable communications tactics.</p> <p>Together with the PR & Protocol Officer and the BSR team, develop relevant processes, guidelines and relevant documentation and/or creative to optimise long term projects. Projects are predetermined in annual DD and quarterly review sessions -including Brand Audit and all UCT lectures.</p>

6	Transformation & Teamwork	5%	Contribute to creating a positive, functional and transformative environment by acting professionally, actively participating in CMD and UCT Transformation Committee activities.	All unit projects speak to the values of Transformation of the University.
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MINIMUM REQUIREMENTS

Minimum qualifications	Minimum NQF6 qualification in marketing, brand management, project management, business administration/development, or communications or relevant Advantageous – postgraduate qualification in business development and project management			
Minimum experience (type and years)	or relevant Five years-experience in a project management, event management environment or in coordinating marketing campaigns.			
Skills	Project management, event/marketing management skills. Excellent communication and interpersonal skills, multi-tasking, problem solving, accuracy and attention to detail. Ability to set priorities, anticipate problems, assimilate new information and accommodate change. Excellent proficiency with computer platforms and applications (MS Teams Office Suite, especially Excel)			
Knowledge	Event / Project / Marketing Management, Protocol Management, Time Management, Database and Administrative experience; Health & Safety knowledge relating to events, campaigns & all other projects types. An understanding of data analysis through relevant systems (e.g., Google Analytics, Data Studio etc.), Excellent knowledge of Integrated Marketing Communications, stakeholder analyses, project planning and implementation. A good understanding of the Higher Education environment specifically as it relates to Brand Management, Project Management & Stakeholder Communications			
Professional registration or license requirements	Council of Events Professionals Africa (CEPA) or <i>Public Relations Institute of Southern Africa (PRISA)</i> , Marketing Association of South Africa (MASA) is advantageous			
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Ability to handle cash or finances'.)	Driver's license and regular access to working vehicle			
Competencies (Refer to UCT Competency Framework)	Competence	Level	Competence	Level
	Adaptability / Flexibility	2	Creativity and innovation	2
	Building interpersonal relationships	2	Decision-making / Judgement	2
	Analytical thinking / Problem solving	2	Negotiation	2
	Communication	2	Planning and organizing / work management	2


SCOPE OF RESPONSIBILITY


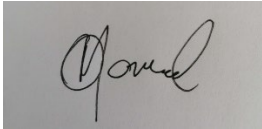
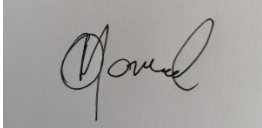
Functions responsible for	Quality control; vendor management; traffic control within the unit and between the unit and CMD; benchmarking
Amount and kind of supervision received	Supervision from Head: Stakeholder Events and Senior Manager: Brand and Stakeholder Relations
Amount and kind of supervision exercised	Supervision over suppliers; student assistants
Decisions which can be made	Conceptual planning, vendor procurement; quality analysis.
Decisions which must be referred	Budget, expenditure. Communication

CONTACTS AND RELATIONSHIPS

Internal to UCT	CMD, DAD, OVC, Faculties and other functional units and departments across the university
External to UCT	Vendors, Suppliers

AGREED BY

	PRINT NAME	SIGNATURE	CONTACT NO.	DATE
Position Holder				
Direct Line Manager/Supervisor	Aniqah Deers		1754	23Aug23

Area Line Manager	Aloy Gowne			
HOD	Olwen Manuel		3082	24.01.2024
Dean / ED	Olwen Manuel		3082	24.01.2024
HR Business Partner				

