



**INDEPENDENT CONTRACTORS (EXTERNAL MARKERS)
DEPARTMENT OF COMMUNICATION SCIENCE
SCHOOL OF ARTS
COLLEGE OF HUMAN SCIENCES
(Ref: CHS/COM/MKR/10-2023BM)**

Assessment is an integral part of curriculum development as outlined in the Curriculum Policy. During curriculum development, an assessment strategy is developed that is aligned to the ODeL Policy and strategy of UNISA. Assessment can have different focuses, namely to:

- improve the quality of students' learning experiences by focusing on significant knowledge, skills, attitudes and values, and providing motivation to work through the material through tasks and feedback, known as assessment for learning.
- b) focus on the ability to transfer knowledge to new contexts and to apply knowledge in specific contexts in line with the NQF level descriptors and other taxonomies of learning.
- c) focus on programmatic and graduate attributes and critical cross-field outcomes in assessment of learning.
- d) make academic judgements related to diagnostics, placements competence, progression and/or qualification completion; and as a feedback mechanism to improve curricula, known as assessment of learning; and to
- e) create opportunities for students to engage with the content, with their context, with the lecturer and with fellow students (**Unisa Assessment Policy, 2011**).

The Department of Communication Science is inviting suitable applicants for providing assessment services to be appointed as independent contractors (markers) on a yearly basis. The purpose of this positions is to appoint competent and suitable candidates to complete and execute assessment task professionally and ethically align to the Assessment Policy and Guidelines.

Requirements:

- Applicable and relevant equivalent to **NQF level 9** (MA/MPhil/MTech/ OR **NQF level 10** (e.g. Ph.D/DPhil/DTech) Specialization in **Communication Science/Organisational Communication/Media Studies/Integrated Organisational Communication/Strategic Communication/Business Communication or any related disciplines.**
- At least 5-years teaching experience (primary or secondary) or relevant experience in the communication science field (TVET College /University of Technology/Online distance education institutions.)
- At least 3-years subject methodology teaching experience or 5-years relevant experience in the communication science field (TVET College /University of Technology/ Online distance education institutions.)

Duties:

- Complete and execute assessment task professionally.
- Comply and adhere to all Unisa tuition, assessment and examination and plagiarism policies and guidelines.
- Act in the ethical and professional manner dealing with all assessment tasks.
- Execute duties as stipulated in contract and task agreement.
- Marking of assessment tasks fairly and consistently.
- Meet deadlines of allocated assessment task.
- Attend markers meeting and submit marking reports timeously.
- Maintain confidentiality of all assessment tasks.

Knowledge, skills and abilities:

- Basic knowledge of the discipline applying for communication science.
- Basic knowledge of assessment and assessment practices.
- Basic knowledge of marking and procedures.
- Basic knowledge of constructive feedback on assessment tasks.
- Basic knowledge of academic dishonesty and plagiarism.
- Knowledge of teamwork/leadership skills.
- Good interpersonal and communication skills (listening, speaking, reading and writing).
- Must be honest / ethical and show empathy when required to mark assessment tasks.
- Must have good problem-solving and decision-making skills.
- Must be service orientated (Actively looking for ways to help and support lecturer or students).
- Must have good time management skills.
- Ability to resolve conflict and maintain confidentiality of all assessment tasks.
- Ability to work under pressure with adherence to deadlines.

Recommendations:

- Computer and Internet skills.
- Have own desktop computer or laptop and internet connectivity (no computers or data bundles will be provided).
- Advanced communication skills and proficiency in English.
- Digital literacy skills – competent in ICT and online learning environments.
- Experience in online marking tools or software or LMS (Moodle will be an advantage).
- Commitment to marking and meeting deadlines for all assessments and examinations.
- Friendly, patient, and sensitive to a diversity of students.

To apply please submit the following documents:

1. An application letter indicating willingness to mark assignments and/or exam scripts for any of the modules listed below.
 2. Comprehensive **Updated** and signed curriculum vitae (most recent)
 3. Within 6 months certified copies of-
 - Identity document/passport
 - **Highest** qualification as per requirement
 - SAQA verification of foreign qualifications (if applicable)
 - valid permit (foreign applicants).
- UNISA reserves the right to authenticate all qualifications without any further consent from the applicant
 - The contact details of three contactable references must be provided
 - Unisa is not obliged to fill an advertised position

Note: The required documents should be submitted as a single file (**one PDF**) to the email provided below.

Applicants are expected to first complete the form on the **Portal** <https://forms.office.com/r/fRcgAk2pbe> and thereafter forward the supporting documents to the attention of chsmarkers@unisa.ac.za



We welcome applications from persons with disabilities.

Assumption of duty: The candidates will have to undergo an interview (either face-to-face or Microsoft Teams) and online Moodle training sessions. Completion of the prescribed training on various aspects of Marking on the Moodle platform is compulsory.

Closing date: 17 November 2023

**Applications sent to the incorrect email address will not be considered.
Late, incomplete and incorrect applications will not be considered.**

Independent Contractor (MARKER) positions are available in the modules listed in the Department of communication science.

MODULE CODE	MODULE NAME	Purpose of module	Name of Department/School etc.	Number of markers needed to be advertised for
Name of Qualification: BA COMMUNICATION SCIENCE UNDERGRADUATE DEGREE				
COM1512	Communication and disruption	Focus on communication during disruptive times/events NEW RE-CURRICULATED MODULE	School of arts Department of communication science	6 markers
COM1513	Communication in the context of the organisation.	Focus on organisational communication, internally and externally. NEW RE-CURRICULATED MODULE.	School of arts Department of communication science	11 markers
COM1514	Fundamental principles of decolonial media studies	Focus on media studies under decolonial era and new world. NEW RE-CURRICULATED MODULE.	School of arts Department of communication science	11 markers
DPR1501	Introduction to communication	The purpose of this module is to introduce students to the fundamental dimensions, components and contexts of communication science as a discipline. This module is students' first encounter with this discipline. Students accredited with this module will be equipped to exhibit an informed understanding of this discipline and its underlying key terms, concepts, principles and theories relevant to public relations. The knowledge gained in this module will lay the foundation for following modules related to the practice of effective public relations.	School of arts Department of communication science	2 markers
DPR1502	Communication in the organisation	The purpose of this module is to provide you with a basic theoretical understanding of the central role that communication plays within the organisation and of how communication is applied in different types of organisations and in different settings as well as different communication situations. You will be equipped to exhibit an applied understanding of this discipline and the underlying key terms, concepts, and principles relevant to public relations.	School of arts Department of communication science	2 markers
DPR1503	Introduction to public relations	The purpose of this module is to introduce students to principles and practice of public relations. Students accredited with this module will be able to understand the scope and nature of public relations and will be introduced	School of arts Department of communication science	2 markers

		to the development and implementation of public relations campaigns.		
DPR1504	Stakeholder relations	Students, who have completed this module successfully, will be able to see the importance of understanding an organisation's stakeholders and how relationships with these stakeholders can be established and maintained. After completing the module, you should be skilled in building and maintaining mutually beneficial relationships with an organisation's stakeholders in varying organisational contexts. For example, you might have to build and maintain relationships based on various situations in just one organisation; especially if it is a large organisation. As you grow in your career, you might also work for a variety of organisations which may vary according to the industry or main business. For instance, you might work for a profit company, a public enterprise, a government department or non-profit organisation (NPO). As a public relations professional, you will need sound knowledge to identify and establish relationships with key stakeholders throughout your professional career. You should acquire important knowledge and skills for the successfully completion of this module.	School of arts Department of communication science	2 markers
DPR1505	The public relations programme	The purpose of this module is to help you to develop the competencies to plan and execute public relations activities in a variety of specialised areas of public relations. This module places great emphasis on both the theoretical and practical sides and includes practical study material and examples. You must also keep in mind that public relations activities vary from organisation to organisation. You must therefore be able to analyse your own situation and, with the assistance of our guidelines, adapt your activities according to your own needs.	School of arts Department of communication science	2 markers
3DPR1506	Writing for public relations	This module aims to provide students with knowledge and understanding of the basic principles of Public Relations writing. Students who complete this module can demonstrate the ability to apply their understanding of various public relations related forms of communication and to produce basic written materials in this field.	School of Arts Department of communication Science	2 markers
D3PR1507	Understanding the media	The purpose of this module is to equip students with knowledge of the key elements of the media landscape. "Landscape" refers to an extensive mental view of the media field. Students who complete this module will gain an understanding of the media as a vehicle for building sound relations between an organisation and its stakeholders. Moreover, they will understand the norms and standards of the public relations profession and the journalism profession.	School of Arts Department of communication Science	2 markers
DPR2601	Public relations research	The purpose of this module is to help you to develop the competence to plan and execute research in a variety of specialised areas of public relations. This module places great emphasis on both the theoretical and practical application of research concepts and includes practical study material and examples. You must also keep in mind	School of Arts Department of communication Science	3 markers

		that approaches to conducting research vary and that such approaches will depend on the nature of the problem and objectives set, or on the types of research questions to be answered. You must therefore be able to define the problem, obtain, analyse and interpret the necessary information, and communicate the results after having followed the required steps.		
DPR2602	Communication theory	The purpose of this module is to provide students with an understanding of germane and seminal communication theories as they relate to public relations. Students will then be able to give an overview of the historical development of public relations as a field in the theoretical and practical focus it has carried, and give directives as to the excellent management and strategic function thereof in an organisational context.	School of Arts Department of communication Science	3 markers
DPR2603	Organisational dynamics	The purpose of this module is to provide you with an understanding of relevant organisational behaviour and dynamics as they relate to public relations. Students who have completed this module successfully will be able to analyse and explain organisation behaviour through theory and application. This module is delivered as an online module using myUnisa and the internet. We encourage peer group interaction and discussions in some of the activities. Your lecturers look forward to your active participation and will interact with you on myUnisa and by e-mail. Please ensure that you claim your myLife account.	School of Arts Department of communication Science	1 marker
DPR2604	Communication in a global context	The purpose of this module is to explore global environmental factors in a Public Relations context. The knowledge gained from this module will introduce students to the dynamics affecting public relations in a global environment. Students accredited with this module will be able to communicate effectively within a global environment. They will be able to position an organisation in a global market and/or work for multinational organisations. This module will be delivered by means of myUnisa and the internet as well as peer group interaction and community engagement will also form part of some of the activities. Your lecturers will interact with you on myUnisa and via e-mail.	School of Arts Department of communication Science	2 markers
DPR2605	The applied public relations programme	The purpose of this module is to equip you with advanced skills for public relations planning. Qualifying students should be able to design different PR programmes and plan campaigns at management level for a variety of purposes, depending on the nature of the organisation	School of Arts Department of communication Science	2 markers
DPR2606	Writing for public relations	The module focuses on the theory and practice of different forms of Public Relations writing. As a potential Public Relations or communication professional, you have to understand the various written material that can be used to serve a specific purpose in terms of communicating and engaging stakeholders of an organisation. Therefore, when you complete this module, you should be able to produce various written materials to address specific communication and Public Relations needs. Moreover, you should be able to	School of Arts Department of communication Science	3 markers

		<p>evaluate written forms of public relations. During your studies for the second level modules, one of the modules you will do is ENG2604 in which you will be exposed to language and writing styles for Public Relations. In this module, DPR2606, the focus is on producing the actual written material using the correct structure, format, and layout. You will be expected to produce the following public relations materials, among others:</p> <ul style="list-style-type: none"> • A news and/or press release written in the correct format. • A feature article written for online media. • An appropriate speech written for a given scenario. • A blog written as a form of using social media for Public Relations. 		
DPR2612	Media liaison	<p>This module is essential for the public relations profession, as it deals with working with the media. Media liaison is also commonly referred to as media relations. The practice of media liaison/relations describes the relationship between public relations practitioners and journalists. As the media are the external stakeholders of the organisation, it is vital for a public relations practitioner to have good understanding of the media.</p>	School of Arts Department of communication Science	2 markers
3DPR2613	Image and identity	<p>The purpose of this module is to provide students with knowledge of the fundamental principles of image and identity management and appropriate skills to empower them to become effective public relations practitioners in different organisational contexts. Students who complete this module will be able to plan and measure a corporate identity and image programme in order to create and nourish stakeholder relationships.</p>	School of Arts Department of communication Science	1 marker
DPR3701	Publicity	<p>The purpose of this module is to provide you with an understanding of the field of Publicity and all its inner workings. You will also learn how to contextualise and use Publicity within the African context. Students who have completed this module successfully will, able to analyse, explain and apply the principle of Publicity. This module is delivered as an online module using myUnisa and the internet. We encourage peer group interaction and discussions in some of the activities.</p>	School of Arts Department of communication Science	1 marker
DPR3702	Public relations in industry	<p>The purpose of this module is to provide students with the following:</p> <ul style="list-style-type: none"> • An appreciation of the scale and scope of the public relations industry and the skills required by public relations professionals. 	School of Arts Department of communication Science	1 marker

		<ul style="list-style-type: none"> • An understanding of the context in which public relations operates. • An understanding of the strategic role of public relations in devising and implementing organisational strategy and as the champion of corporate reputation. • A better appreciation of communications theory and how this supports public relations practice at both strategic and technical levels. • An appreciation of the ethical framework within which public relations operates and the regulatory structure which determines its practice. 		
DPR3703	Production - analogue	This module will provide students with knowledge of the print production process and appropriate skills for producing print products in a public relations context. Students who complete this module should be able to plan, develop and review print products that are relevant to the practice of public relations.	School of Arts Department of communication Science	1 marker
DPR3704	Production - digital	The purpose of this module is to equip students with the knowledge and skills necessary for producing digital media products. Students who complete this module can demonstrate a basic understanding and application of the processes and programmes of digital media production as it pertains to the Public Relations context.	School of Arts Department of communication Science	1 marker
DPR3705	Strategic planning and advertisement	The purpose of this module is to help you to develop the competence to plan and execute communication strategies in a variety of organisations within the field of public relations. This module places great emphasis on both the theoretical and practical application of public relations concepts and includes practical study material. You must also keep in mind that the approach to practising public relations varies, depending on the nature of the issues an organisation is facing. Therefore, you must become familiar with the roles and functions of public relations practitioners so that you have the knowledge and skills to plan, formulate and implement different communication strategies within the organisation.	School of Arts Department of communication Science	1 marker
DPR3706	Issues, management and social responsibility	The purpose of this module is to expose students to various external issues which have the potential to influence an organisation, and to make students aware of the various social responsibilities an organisation has towards society. Students who complete this module will be able to manage an organisation's response to external issues and also to evaluate the value of social responsibility programmes implemented by various organisations. This module is delivered, using myUnisa and the internet and peer group interaction. Your lecturers will interact with you on myUnisa and via e-mail.	School of Arts Department of communication Science	1 marker

DPR3711	Work integrated learning	<p>The purpose of this module is to give you an opportunity to apply your knowledge of and skills in all the key areas of the discipline of public relations. You will gain hands-on practical experience in specific key areas of public relations such as the following:</p> <ul style="list-style-type: none"> • Planning • Research • Media relations • Events management • Writing and production <p>After successful completion of this module, you should be able to apply your knowledge and skills and function effectively as a professional in a public relations environment</p>	School of Arts Department of communication Science	1 marker
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