

ADVERTISEMENT

UNIVERSITY OF SOUTH AFRICA

PORTFOLIO: INSTITUTIONAL DEVELOPMENT

POSITION: DIRECTOR: COMMUNICATION, MARKETING AND EVENTS (P4)

(5-YEAR FIXED-TERM CONTRACT)

(Ref: DCME/IA/ID/GRM/09-2021)

Unisa is a publicly funded Higher Education Institution in South Africa dedicated to distance education. In keeping with its mandate as a Comprehensive, Open and Distance Learning (CODeL) Institution offering a variety of academic and career-focused programmes, Unisa is inviting applications for the position of Director: Communication, Marketing and Events.

Main Outputs and purpose for this position.

To plan and direct the execution of communications, marketing, and events functions in accordance with relevant legislation and in alignment with the Institution's Comprehensive, Open Distance and e-Learning (CODeL) Unisa 2030 strategy.

KEY DUTIES/RESPONSIBILITIES:

KPA 1: Strategic Direction, Planning and Alignment

- Providing input in the development of the departmental strategy and communicating accordingly
- Driving and directing the development of the directorate's operational plans and objectives in line with departmental strategy, plans and objectives and in accordance with relevant legislation
- Driving and directing the development and reviewing of policies, processes, practices, procedures, and systems
- Driving and directing the development of the directorate's annual performance review
- Forging relations with portfolios, regions, colleges, and departments to ensure alignment with other institutional plans and processes
- Providing direction in the directorate's area(s) of specialization

KPA 2: Operational Leadership and Execution (Communication, Marketing and Events)

- Assisting the University in achieving its strategic objectives by positioning it in the market as a leading CODL (Comprehensive, Open Distance Learning) institution through the delivery of integrated communication and marketing activities to selected target groups
- Developing and implements the Departmental Functional and Operational Plan and Corporate Communications and Marketing Strategy in line with the overall vision and strategy of the University
- Ensuring alignment and coordination of all communication and marketing using a decentralized model to ensure that strategic objectives are met

- Ensuring brand equity and adherence to the brand by means of the corporate identity
- Managing the governing of stakeholder relationships in accordance with King III principles
- Analyzing and interprets the competitive environment and establish marketing needs through detailed environmental analyses and measurement to enable the provision of strategic communication and marketing direction and corrective action when required.
- Develops, implements, and maintains policies, processes and guidelines related to corporate communication and marketing, such as:
 - student protocol
 - media protocol
 - crisis communication strategy
- Developing, implements and manages the Communication, Marketing and Events Framework for guiding the communication, marketing, and events initiatives of the University
- Creating a shared understanding of the strategic themes of UNISA and its portfolios, colleges, regions, departments, and institutes in internal and external target markets, and ensures adherence to corporate governance requirements
- Directing, manages, and coordinates internal and external communication marketing and events through appropriate plans and initiatives
- Maintaining sound relationships with the media to ensure positive publicity in the external market and public domain
- Conducting impact analyses to determine the effectiveness of communication and marketing campaigns as well as events initiatives
- Establishing and maintaining professional networks locally and internationally
- Coordinates integrated communication and marketing campaigns and projects/events in addition to communication and marketing activities

KPA 3: Forecasting, Budgeting and Financial Management

- Compiling and managing the directorates budget in line with the portfolio and Institutional budget
- Overseeing and monitoring directorates expenditure within budgeted parameters and reporting on variances periodically
- Directing and overseeing the funding of functional operations and budgeted activities.
- Managing the process of allocation of financial resources within the directorate.
- Managing the function's resources sustainably in accordance with financial principles.
- Authorising the procurement of the services of contractors, office stationery and equipment in alignment with budget

KPA 4: People Management

- Directing, mentoring, and empowering employees and change within the directorate to promote high performance, optimal working environment, improving staff morale and cost-effective operations
- Driving a high-performance culture by taking accountability for an effective and well-articulated performance management process
- Embedding sustainability through a green Institution-wide culture
- Monitoring the resourcing of the directorate through recruitment and filling of positions
- Ensuring and monitoring that all staff in the directorate are trained, skilled, retained and that their expertise is optimally applied.
- Establishing a positive, healthy, and safe work environment and culture in accordance with the Transformation Charter and CODEL 2016-2030 strategy
- Fostering an organisational culture and climate that is ethics and value driven.
- Directing implementation of the human resources policies, procedures, and practices.
- Builds a robust, effective leadership pipeline, succession, and capacity.

KPA 5: Governance and Reporting

- Monitoring and reporting on progress against the directorate's strategic initiatives
- Monitoring and reporting on legislative and statutory compliance as defined by government and professional bodies
- Promoting sound institutional governance and participating in Institutional governance structures
- Managing the strategic relationships and networks with internal and external stakeholders
- Assuming accountability for the development and implementation of policies and procedures of the directorate.

Requirements

Qualifications

- Minimum of Bachelor **Honours Degree/Postgraduate Diploma/ Professional Bachelor's Degree** and registration with relevant professional body where applicable

Experience

- Minimum **10 years** of relevant work experience with at least **5 years** in a management role

Assumption of duty : As soon as possible

Salary : Remuneration is commensurate with the seniority of the Position

If interested, please refer all applications to mavhuai@unisa.ac.za submitting your comprehensive C.V. and certified copies of qualifications.

Closing date for applications: 04 December 2022

Please send a Letter of Application, a completed application form, a comprehensive Curriculum Vitae, and copies of:

- All educational qualifications.
- Identity document; and
- Proof of SAQA verification of foreign qualifications, where relevant.
- The contact details of three contactable references must be provided, one which must be from your present employer. Should you not be currently employed a contactable reference from your previous employer must be provided.
- Unisa is not obliged to fill an advertised position.
- Late, incomplete, and incorrect applications will not be considered.
- We welcome applications from persons with disabilities.

Appointments will be made in accordance with Unisa's Employment Equity Plan and other applicable legislation.