



The University of Zululand subscribes to the principles embedded in the Employment Equity Act

DIRECTOR: COMMUNICATIONS AND MARKETING

Reference Number: 2023/09/VR01

Grade 5

The University of Zululand (UNIZULU) is seeking to appoint a highly motivated and visionary individual to join our team as Director: Communication and Marketing who can professionally drive our communication and marketing efforts to strengthen our brand presence.

KEY ACTIVITIES

The primary purpose is to:

- Develop and implement creative and measurable communication and marketing plans that encompass advertising, public relations, market research, publications, digital/social media, event, media relations and other strategic marketing aspects.
- Engage and inform key stakeholders, including faculty, staff, students, alumni, donors and community partners by creating and overseeing the execution of effective communication plans.
- Drive the University's online presence and reputation through innovative digital marketing strategies, utilising social media, email marketing, website development and content creation.
- Act as a primary spokesperson for the university handling media inquiries, public relations and crisis communications.
- Collaborate with the Advancement team to support fundraising and alumni relation efforts by providing strategic marketing and communication expertise.
- Enhance the University's visibility and attracting potential donors, partners and sponsors by leveraging communication and marketing tools to showcase its achievements and impact.
- Champion the UNIZULU brand and serving as a primary ambassador.
- Create and strategically execute a plan to increase UNIZULU's public profile, visibility and brand recognition at a regional and national level by utilising media relations, marketing and creative services, web and social media communication, leadership communication and various other activities.
- Develop and manage a budget effectively to ensure optimal utilisation of resources.

- Provide strategic direction and leadership within the department.

MINIMUM REQUIREMENTS

Qualifications:

- A relevant Bachelor's degree in Communication Sciences, Marketing, Public Relations or a relevant field.
- Post graduate qualifications would be advantageous.

Experience:

- Minimum of 8 years of progressive leadership experience in communication and marketing, preferably in the higher education sector.
- Proven experience in developing and implementing comprehensive communication and marketing strategies, preferably within the higher education sector.

SKILLS AND COMPETENCIES

- Strong leadership skills with the ability to motivate and inspire a team.
- Excellent communication skills both written and verbal, with a keen eye for detail.
- Experience in media relations, crisis management and public relations.
- Demonstrated experience in brand management and successful execution of brand-building initiatives.
- Demonstrated experience in digital media and marketing strategies, including SEO, SEM, social media, email marketing, content creation and analytics.
- Proficiency in utilising digital and social media platforms for effective communication and marketing.
- Familiarity with fundraising and advancement principles and practices.
- Sound knowledge of market research methodologies and data analysis.
- Collaborative mindset with the ability to work effectively with diverse stakeholders.
- Budget management skills and the ability to allocate resources strategically.

All applications must include the following which are critical in evaluating applications received:

- (a) A Self - Evaluation report by the applicant of his/her suitability for appointment to this position;
- (b) A completed UNIZULU application form;
- (c) A detailed Curriculum Vitae;
- (d) Certified copies of all academic qualifications, ID; and
- (e) Names and contact details of at least three contactable work-related referees (one must be a current or recent superior)

CLOSING DATE: 10 September 2023

For the APPLICATION FORM, please log on to the University website and click on vacancies (<http://www.unizulu.ac.za/vacancies>).

To apply for this position, please email the application form and all required documentation to Ms. NN Mdletshe, MdletsheNN@unizulu.ac.za **OR** log on to PNET (www.pnet.co.za) to submit your application, by no later than 12h00 on the closing date stated above.

No hand delivered or postal applications will be accepted. The University reserves the right not to make an appointment. Communication will be entered into with the shortlisted candidates only.

By applying for this position, you hereby give consent to the University of Zululand, that your personal information like your name and surname, Identity number, banking details, address, resume' etc., may be used, distributed, handled or processed and/or stored for purposes of the Recruitment and Selection process of the University.

Please note in terms of the University's recruitment policy preference will be given to South African citizens. UNIZULU is committed to employment equity and equal opportunity.