



**UNIVERSITY OF
ZULULAND**

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

COMMUNICATIONS AND MARKETING DEPARTMENT

MANAGER: COMMUNICATIONS AND MARKETING

REFERENCE NUMBER: 2024/03/VR05

GRADE 6

The primary purpose of this position is to manage the operations of the CMD in line with the agreed plans and provide tactical input into the areas of responsibilities including public relations, communication, branding, alumni event management and website content.

KEY ACTIVITIES

- Section Management
- Budget Maintenance
- Staff Management
- Event Management
- Web Management
- Alumni
- Publications
- Communications
- Public Relations
- Market Research

MINIMUM REQUIREMENTS

- Relevant Bachelor's Degree or National Diploma in Public Relations or related field i.e. Communication Science or Marketing.
- Management Certificates / Diploma.
- Minimum 3 years' experience at management level in the media-, advertising- or marketing industry.
- Experience in handling media communication and conducting media presentations.

- Proven track record of nurturing and generating contacts to the benefit of the organisation.
- Proven record of ability to undertake work related research.

PREFERENCES

- Additional qualifications in Media, Advertising etc. will be advantageous.
- Experience in the Higher Education sector will be advantageous.

OTHER REQUIREMENTS

Knowledge

- Understanding of the university strategic and intermediate goals and objectives
- Customer and Personal Service - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction
- Project/event organisation knowledge
- Knowledge of the Higher Education Sector and specifically the university
- Understand outreach and community engagement values
- Knowledge of donor programmes and fundraising
- Proficiency in using and understanding the electronic communication tools, especially, information communication technologies
- Knowledge of principles and methods for showing, promoting, and selling products or services
- Sociology and Anthropology - Knowledge of group behaviour and dynamics, societal trends and influences, human migrations, ethnicity, cultures and their history and origins

Skills

- Communication- both verbal and written communication (Excellent English proficiency both written and verbal)
- Excellent Writing Skills- ability to write captivating content and strong grasp of grammar and attention to detail
- People Management
- Time Management
- Negotiating skills
- Problem solving skills
- Computer literacy Use of Microsoft office and the ITS system
- Research skills

Behaviour / Attributes

- Planning and Organising
- Customer Focused

- Team Player
- Initiative
- Attention to Detail
- Interact effectively and diplomatically

CLOSING DATE: 31 March 2024

To apply please log on to PNET (www.pnet.co.za) and submit your application. **The University will not accept any applications directly or through any other means.**

Candidates who do not meet the minimum requirements, as specified above, will not be considered and should not apply.

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. The University reserves the right not to make an appointment.

Kindly Note: Communication will be entered into with shortlisted candidates only.