



DIVISION: Advancement

DEPARTMENT: Corporate Communications

POST: Head of Department Corporate
Communications

POST N^o: 5013
PEROMNES GRADE: 07

JOB DESCRIPTION

Key performance areas include but are not limited to:

- Develop and implement a communication strategy that includes media outreach and social media content creation, and is aligned to the overall corporate communication and marketing plan
- Supervise and coordinate the activities of the Corporate Communications Department
- On-time production and distribution of relevant information about VUT to all internal and external stakeholders
- Establish and maintain good relations with a range of media houses and journalists
- Develop media releases and coordinate media conferences
- Ensure optimum use and maintenance of all VUT communication channels
- Facilitate the development and issuing of all VUT publications
- Develop and coordinate inputs for VUT newsletters (digital and print)
- Ensure uniformity of corporate branding across all VUT publications and correspondence
- Manage and coordinate all internal communications
- Support and evaluate results of communication campaigns
- Ensure content on VUT websites is up to date
- Monitor and improve VUT media coverage
- Respond to media enquiries and requests
- Enhance the image of VUT through a range of media platforms and promote VUT's academic programmes, positive achievements and services.

APPLICATION CRITERIA:

Qualification and experience:

- M+4 in Communication, Public Relations or Journalism
- 3-5 year's management experience in a Communication and Media Relations environment
- Knowledge of different media channels and their application
- Proven social media and networking expertise
- Extensive experience in the writing and production of promotional materials
- Strategic and creative mind-set
- Working knowledge of the formulation of policies and procedures.
- Working knowledge of public relations, budget and performance management
- Works well under pressure and meets tight deadlines
- Development and implementation of a media strategy and media relations plan

Skills and Competencies:

- Excellent Business English writing skills, editing and verbal communication skills.
- Extraordinary attention to detail (for proofreading)

- Above-average interpersonal and presentation skills, planning and organising, initiative, team leadership

CLOSING DATE FOR APPLICATIONS: 13 November 2024

Applications should include:

1. A fully completed prescribed application form which can be obtained from www.vut.ac.za
2. A detailed curriculum vitae (explicitly stating experience or knowledge in the above-mentioned fields)
3. Certified copies of all academic certificates/degrees
4. Certified copy of ID
5. Current contact information of referees
6. Please email applications to recruitment3@vut.ac.za and quote the post reference and post description in the subject line.
7. No manual applications will be accepted. Incomplete applications or applications without the application form and required documents will be disregarded.
8. Only applications made on our application for employment form would be considered.
9. Communication will be entered into with short-listed candidates only. If you don't hear from VUT within 3 months deem your application as unsuccessful.

Enquiries may be directed to:

HR Practitioner: Ms Angie Mabona Tel 016 950 9452 / email address: angie@vut.ac.za

Please Note: Submission of such copies entitles Vaal University of Technology to authenticate the qualifications without any further consent from the applicant. Candidates with foreign qualifications must submit a SAQA certificate of evaluation. Vaal University of Technology is an equal opportunity and affirmative action employer, which is committed to the implementation of its employment equity plan. In line with the Employment Equity Act, preference for this position will be for Africans, Coloureds and People with disabilities. This is in line with VUT Employment Equity Plan and Recruitment policy " People from designated groups are encouraged to apply. Only shortlisted candidates will be contacted.

VUT reserves the right not to make an appointment

By applying for this position, you give permission to share your information with the selection panel or the relevant people involved in the recruitment process.

