



DIVISION: RESOURCES AND PLANNING	DEPARTMENT: MARKETING AND COMMUNICATIONS
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POST: EXECUTIVE DIRECTOR MARKETING AND COMMUNICATIONS (5-year performance based fixed term contract)	POST N°:5093 PEROMNES GRADE:04
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VUT AT A GLANCE:

The Vaal University of Technology (VUT) was first established as a college for advanced technical education in 1966 and then transitioned into a Technikon in 1979. With the restructuring of the higher education landscape, the institution became a University of Technology in 2004 and has seen significant growth in its activities and reach since that time.

The University now operates from its main campus in Vanderbijlpark and the Science Park at the Sebokeng Campus where there is ample vacant land for future expansion.

Within the higher education context, VUT's mandate is to:

- promote teaching and learning which, through the use of technologically advanced education, prepares graduates for either employment or entrepreneurship.
- promote innovation and the commercialisation of new knowledge by undertaking basic and applied research and the promotion of technology and technology transfer, and
- be an engaged institution through an engaged scholarship with industry and its local community.

With a total of nine (9) centres of excellence and 14 NRF-rated researchers, VUT prides itself on its association with renowned academics and NRF-rated researchers who not only produce world-class research that solves real-life problems but also empower aspiring researchers to engage the most experienced minds in several research fields as supervisors and aides.

On the international front, VUT has adopted a vision of comprehensive Internationalisation, specifically focusing on academic excellence, research, and innovation. The University continuously produces graduates whose qualifications are internationally recognised, and locally relevant. Community Engagement at VUT is guided by the principle of engaged scholarship and thus entails research that is informed and aims to solve community problems.

To achieve its concerted mission *“The Vaal University of Technology’s mission is to develop techno-entrepreneurial graduates and innovators who will drive a vibrant transformation of a flourishing and sustainable society, industry and commerce.”*; VUT has recently approved its Strategy 2033+ to refocus and comply with its mandate as a University of Technology.

BACKGROUND:

The Vice Chancellor & Principal, Prof Khehla Ndlovu is seeking like-minded professionals keen to contribute to the strategic direction and turnaround of the Vaal University of Technology. Therefore, a professional is sought to lead in the role of Executive Director Marketing and Communication.

The potential incumbent will provide strategic leadership to the University, promoting a culture of excellence in all activities and areas related to Marketing and Communication

As members of the executive of the University, all members actively support the Vice-Chancellor (VC) and Principal in the strategic leadership and management of the University and in supervising academic and administrative functions through line reports. Although each Executive is appointed in the first instance to oversee particular functions, these may change over the course of time at the VC’s discretion.

JOB DESCRIPTION

Key performance areas include but not limited to:

Strategy Development and Execution for the following portfolios:

- Resource Mobilisation
- Student Recruitment;
- Marketing and Communication;
- Alumni Affairs;
- VUT Radio.

APPLICATION CRITERIA

Minimum Requirements

Qualifications

- Master's Degree in Communications and Marketing

Added Advantage

- Recognized qualification in Media Studies

Required Experience:

- Minimum 8 - 10 years' experience in Marketing and Communications - 5 years of which must have been at a Senior Management or Executive level,
- Excellent knowledge and understanding of Communications and Media Engagement
- Demonstrated ability to network and work with a wide range of different constituencies internally and externally.
- Proven track record and understanding of Communications and Media Engagement
- Strategic planning and implementation exposure
- Demonstrated ability to network and work with a wide range of different constituencies internally and externally

Added Advantage

- Excellent knowledge, understanding, and networking with fundraising, philanthropic foundations, corporate social investment, and the university environment.
- Relevant Experience within the Higher Education sector / industry

Technical Skills and Competencies:

- Marketing and Communication skills
- Knowledge and competence in Media Protocols
- Analytical thinking/Problem solving;
- Building interpersonal relationships and partnerships;
- Client/student service and support;
- Communication;
- Building partnerships;
- People management;
- Resource management;
- Strategic leadership;
- Decision-making and judgement;
- Conceptual thinking;
- Impact and influence.
- Planning & organizing
- Attention to Detail
- Results and Deadline Oriented
- Problem Solving
- Excellent verbal and written communication skills
- Excellent Teamwork

CLOSING DATE FOR APPLICATIONS: 28 February 2025

Please email applications to vutcomms@tuesday.co.za

Applications should include:

1. A fully completed prescribed application form which can be obtained from www.vut.ac.za
2. A detailed curriculum vita (explicitly stating experience or knowledge in the above-mentioned fields)
3. Certified copies of all qualifications
4. Certified copy of ID
5. Current contact information of referees
6. No manual applications will be accepted.
7. Only applications made on our application for employment form would be considered.
8. 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.

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. 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.

POPIA Compliance

The Applicant acknowledges and agrees that the Vaal University of Technology will collect, process, and store the Applicants' personal information in accordance with the Protection of Personal Information Act 4 of 2013 (POPIA), for the purposes of the recruitment and selection process.

The Vaal University of Technology agrees to take reasonable steps to protect the Applicants' personal information from unauthorized access, use, or disclosure. The Applicant also has the right to access, correct, or delete their personal information at any time.

Litigation Waiver

The Applicant agrees to waive all claims against the Vaal University of Technology arising from the Vaal University of Technology collection, processing, storage, or sharing of the Employee's personal information in accordance with this clause.

