



DIVISION: HUMAN SCIENCES

DEPARTMENT: TOURISM AND INTEGRATED  
COMMUNICATION

POST: SENIOR LECTURER-PUBLIC  
RELATIONS

POST N<sup>o</sup>: 0123  
PEROMNES GRADE: 7

#### JOB DESCRIPTION

**Key performance areas include but not limited to:**

- Academic leadership – Teach and assess at undergraduate/postgraduate levels; Develop curriculum in applicable field of specialisation, influence the development, maintenance, and control in field of specialisation.
- Research – Undertake post-graduate research in field of specialisation, provide accredited research outputs and undertake post-graduate supervision and examination.
- Industry relationship building – Liaise with industry including consultation work/collaborative research and plan.
- Community engagement – Participate in community flagship programme/projects.
- Administration – Conduct student and academic administration and reporting duties in line with responsibility.
- Internal process – Performing ad-hoc duties as assigned by the line-manager.

#### APPLICATION CRITERIA:

**Qualification and Experience:**

- A completed PhD in Public Relations/Journalism/Communication Studies/Strategic Communication or relevant field.
- Minimum of six years teaching experience in higher education, or at least six years industrial or practice relevant experience.
- Relevant research experience will be a recommendation.
- Persons with disabilities are encouraged to apply.

**Skills and Competencies:**

Excellent communication and presentation skills, excellent teaching skills, planning and organising skills, conceptual skills, analytical ability, interpersonal skills, and problem-solving skills. The candidate should be familiar with Hospitality and Food Service Management.

CLOSING DATE FOR APPLICATIONS: 27 August 2025

Applications should include:

1. A fully completed prescribed application form which can be obtained from [www.vut.ac.za](http://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 [recruitment9@vut.ac.za](mailto:recruitment9@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. Certified documents should not be older than 3 months.
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: Angie Mabona  
HR Practitioner: Ms Tel 016 950 9452 / email address: [angie@vut.ac.za](mailto:angie@vut.ac.za)

**Please Note: Submission of such copies entitles VUT to authenticate the qualifications without any further consent from the applicant. Candidates with foreign qualifications must submit a SAQA certificate of evaluation. VUT is an equal opportunity and affirmative action employer, which is committed to the implementation of its employment equity plan.** In complying with the Employment Equity Act no 55 of 1998 (as amended) the preference for this position will be **Africans, followed by Coloureds and people with disabilities** which is in line with 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.**

