



DIVISION: RESOURCES AND PLANNING

DEPARTMENT: MARKETING AND
COMMUNICATIONS

**POST: EXECUTIVE DIRECTOR MARKETING
AND COMMUNICATIONS
(5-YEAR PERFORMANCE BASED FIXED
TERM CONTRACT)**

POST N°:5093
PEROMNES GRADE:04

VUT AT A GLANCE:

The Vaal University of Technology (VUT) was first established as a college for advanced technical education in 1966 and transitioned into a Technikon in 1979. With the restructuring of the higher education landscape, the institution became a University of Technology (UoT) in 2004 and has seen growth steadily both in reach and impact.

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

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

- promote teaching and learning that prepares graduates for employment or entrepreneurship.
- promote innovation and the commercialisation of new knowledge through basic and applied research and the advancement of technology and technology transfer, and strengthen engaged scholarship with industry. With nine centres of excellence and 14 NRF rated researchers, VUT prides itself on the calibre of academics who produce world class research that addresses real world challenges while nurturing the next generation of scholars.

On the international front, VUT has adopted a vision of comprehensive internationalisation, focusing on academic excellence, research, and innovation. It continues to produce graduates whose qualifications are internationally recognised and locally relevant. Community Engagement at VUT is guided by the principle of engaged scholarship and ensures that research responds to community needs.

To achieve its mission *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 (VC) & Principal, Prof Khehla Ndlovu is seeking like-minded professionals keen to contribute to the strategic direction and turnaround of VUT. Therefore, a professional is sought to lead in the role of Executive Director: Marketing and Communications. The

potential incumbent will provide strategic leadership across VUT, promoting a culture of excellence in all activities and areas related to Marketing and Communications.

As members of the executive, they support the VC in the strategic leadership and management of the institution, as well as in supervising academic and administrative functions through line reports. While each executive oversees defined portfolios, these may change at the discretion of the VC.

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 or NQF level 9 in Communications / Marketing / Media studies / Public Relations or related field.

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 in 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 negotiation skills;
- Knowledge and competence in media protocols;

- Analytical thinking and Problem solving;
- Building interpersonal relationships;
- Client/student service and support;
- Building partnerships;
- People management;
- Resource management;
- Strategic leadership;
- Decision-making and judgement;
- Conceptual thinking;
- Impact and influence;
- Planning & organising;
- Attention to detail;
- Results and deadline oriented;
- Excellent verbal and written communication skills;
- Excellent Teamwork.

CLOSING DATE FOR APPLICATIONS: 09th December 2025

Please email applications to vutcomms@tuesday.co.za

Applications should include:

1. Please ensure you complete the application form for employment 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. Communication will be limited to short-listed candidates only.
8. If you don't hear from VUT within 3 months deem your application as unsuccessful.

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. 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 VUT 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 VUT agrees to take reasonable steps to protect the Applicants' personal information from unauthorised 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 VUT rising from the collection, processing, storage, or sharing of the employee's personal information in accordance with this clause.

