

**DIVISION:** Corporate Communications

**DEPARTMENT:** Marketing and Communication

**POST:** Multimedia Officer

**POST N°:** 5864

**PEROMNES GRADE:** 10

**JOB DESCRIPTION:**

**Key Performance Areas**

- Develop and implement social media and digital communication strategies aligned to the University's brand and strategic objectives.
- Create, manage, and publish engaging multimedia content across digital platforms, including social media, websites, podcasts, livestreams, and internal communication platforms.
- Manage and grow the University's digital presence through audience engagement, trend monitoring, platform optimisation, and innovative storytelling techniques.
- Produce multimedia content including photography, videography, short-form videos, interviews, reels, podcasts, live broadcasts, and promotional campaigns.
- Coordinate content planning, editorial calendars, and digital campaign execution in collaboration with faculties, departments, and stakeholders.
- Monitor social media conversations, audience sentiment, and emerging trends to strengthen the University's online reputation and visibility.
- Generate monthly digital analytics and performance reports, including audience growth, engagement, reach, and campaign impact.
- Support institutional events through multimedia coverage, livestreaming, photography, videography, and real-time social media updates.
- Assist with crisis communication and reputation management on digital and social media platforms.
- Maintain and manage the University's digital media archive and image bank.
- Ensure that all digital and multimedia content complies with institutional branding, communication standards, and social media policies.
- Research and implement new digital communication tools, content formats, and audience engagement strategies to strengthen the University's digital footprint.

## **APPLICATION CRITERIA:**

### **Qualifications and Experience:**

- A relevant 3-year qualification or diploma in Communication, Journalism, Marketing, Multimedia, Digital Media, Public Relations, Business, Commerce, or a related field.
- Relevant experience in multimedia content creation, social media management, digital storytelling, online audience engagement, or platform management.
- Proven experience in growing and managing digital platforms and online communities will serve as a strong advantage.
- A strong portfolio of multimedia and social media work, including demonstrated platform growth, audience engagement, and digital content performance, is required.
- Experience as a content creator, influencer, digital media practitioner, social media coordinator, or related digital communications role may be considered.
- Additional training in Digital Marketing, Social Media, Multimedia, Content Creation, or related digital disciplines will serve as an added advantage.
- Recognition of prior learning, industry experience, digital influence, and demonstrated digital media impact may be considered.

### **Skills:**

- Excellent social media content creation and digital storytelling skills.
- Proficiency in multimedia production including photography, videography, editing, podcasting, and livestreaming.
- Strong understanding of social media platforms, trends, algorithms, analytics, and audience engagement strategies.
- Ability to create engaging short-form and long-form digital content for multiple platforms.
- Knowledge of digital editing software and multimedia tools including Adobe Creative Cloud, Canva, CapCut, or similar platforms.
- Good written and verbal communication skills.
- Strong organisational and project coordination skills.
- Ability to work under pressure and manage multiple projects simultaneously.
- Strong interpersonal and stakeholder engagement skills.
- Sound understanding of online brand management and reputation management.
- Ability to interpret digital metrics and generate performance reports.
- A valid driver's licence will serve as an added advantage.

### **Competencies:**

- Creative and innovative thinker.
- Strong attention to detail and quality assurance.
- Ability to work independently and within a team environment.
- Professionalism and ethical conduct in digital communications.
- Adaptability in a fast-paced digital and media environment.
- Strong problem-solving and decision-making abilities.
- Customer and stakeholder service orientation.
- Passion for digital media, emerging trends, and audience engagement.
- Ability to build and maintain positive online communities.
- Results-driven with the ability to grow digital visibility and engagement.

### Application requirements

1. A fully completed prescribed application form, obtainable from [www.vut.ac.za](http://www.vut.ac.za).
2. A detailed curriculum vitae (explicitly stating relevant experience or knowledge in the fields mentioned above).
3. Certified copies of all academic records and certificates or degrees.
4. A certified copy of your South African identity document.
5. Current contact details of referees.
6. Applications must be emailed to [recruitment10@vut.ac.za](mailto:recruitment10@vut.ac.za). Please quote the post reference and post description in the subject line.
7. No manual applications will be accepted. Incomplete applications, or applications submitted without the application form and required supporting documents, will be disregarded.
8. Only applications submitted using the official VUT application for employment form will be considered.
9. Correspondence will only be entered into with shortlisted candidates. If you do not hear from VUT within three months of the closing date, please regard your application as unsuccessful.

For enquiries contact: Ms S Nortje Tel: 016-950 9695 email: [gerbrechtn@vut.ac.za](mailto:gerbrechtn@vut.ac.za)

### Please note

- By submitting your application, you consent to VUT verifying your qualifications and sharing your personal information with the selection panel and other authorised persons involved in the recruitment process. Candidates with foreign qualifications must submit a South African Qualifications Authority (SAQA) certificate of evaluation. VUT is an equal opportunity and affirmative action employer. In compliance with the Employment Equity Act No. 55 of 1998 (as amended), and in line with its Employment Equity Plan and Recruitment Policy, preference will be given to suitably qualified candidates from designated groups, specifically African males, Coloured, Indians and persons with disabilities.
- VUT reserves the right not to make an appointment.

### POPIA Compliance

- The Applicant acknowledges and agrees that 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.
- VUT will take reasonable steps to protect **applicants'** personal information from **unauthorised** access, use, or disclosure. Applicants have the right to access, correct, or delete their personal information at any time.

### Litigation Waiver

- The Applicant agrees to waive all claims against VUT arising from the collection, processing, storage, or sharing of personal information in accordance with this clause.



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