



SEFAKO MAKGATHO HEALTH SCIENCES UNIVERSITY

DEPARTMENT OF COMMUNICATIONS AND MARKETING

Sefako Makgatho Health Sciences University (SMU) is on a renewal path with exciting and unique opportunities to shape the training of medical and other health professionals, and scientists in general. We are on a vigorous campaign to attract top talent to join our exciting journey, as reflected in the opportunities below:

Manager: Communications and Public Relations (1 post)

Ref: 15/2024/MJM/P7

The incumbent will be responsible for managing and coordinating the overall communications plans and strategies, manages and coordinates media events, maintains communications policies, procedures and standards. He/She will represent the institution on public platforms and at media events, manages media publications and adverts, plans the budget process for the institution's unit and to provide support to the department in pursuit of its strategic and operational goals and objectives. The successful incumbent will report to the Director: Communications and Marketing and must meet the requirements, competencies and be responsible for the following key performance areas below.

REQUIREMENTS

- Degree in Communications / Public Relations / Languages
- Studying towards Honours degree will be an added advantage
- At least six (6) years' experience in the same or similar field
- Experience in a higher education context an added advantage
- Demonstration of innovation in the discipline will be an added advantage
- Evidence of participation in community project or community related activities
- Proven ability to navigate online platforms such as Blackboard Collaborate, Zoom and Microsoft Teams with requisite proficiency
- Computer literacy, with a sound knowledge of MS Word, MS Excel and Internet

COMPETENCIES

- Technical/ professional knowledge and skill
- Relationship Management
- Communication
- Group Facilitation
- Decision Making
- Work Management
- Delegation
- Mentoring
- Change Management
- Conceptual Thinking
- Quality Management:

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- Tactical Planning:
- Standards & Legislative Compliance
- Mediation
- Human Resource Allocation
- Stress Management
- Goal Setting
- Stakeholder Liaison
- Information Analysis

KEY PERFORMANCE AREAS

- Collaborating with immediate leadership (internal stakeholders) in crafting and capturing a consistent, clear message of the institution's culture, mission, values and goals
- Translating the institution's message (vision, mission and values) into tangible and executable plans
- Setting measurable goals and objectives for the communication strategy
- Analyses organisation unit's Human Resource requirements to meet strategic objectives
- Implementing plans that coincide with key events on the institution's calendar
- Remaining abreast of achievements, research initiatives and personas who represent the institution's values
- Educates and informs institutional stakeholders on communications standards, policies and procedures aligned with policy and strategy
- Maintaining close collaboration with internal stakeholders
- Remaining abreast with key partners, donors, alumni, and organisations who contribute to institutional goals
- Building a network of contacts/relationships in the higher education landscape
- Building relationships with journalists, editors, social media influencers and television channels
- Puts monitoring mechanisms in place for social media platforms for negative content
- Scanning news and media for events and impacts from the external environment
- Implements the roll-out of communication strategy and plans
- Coordinates the student enquiry function in close collaboration with academic administration stakeholders and institutional planning
- Manages and coordinates media events
- Actively seeks partnerships to reduce cost burden and facilitates third stream income
- Represents the institution on public platforms and at media events
- Maintains communications policies, procedures and standards (for both print and digital media)
- The publishing of media policies & standards on institutional platforms
- Liaising with senior leadership on issues like brand damage
- Oversees institutional print media, such as newsletters, annual reports, alumni communications and marketing material
- Using existing internal channels, communicates new guidelines and information to staff and students
- Puts policies and procedures in place for the use of social media platforms for staff members
- Remains abreast with SHE policy and procedure
- Contribute to the overall development of SMU, and actively promote institutional culture
- Any other duties assigned by the Line Manager

Closing date: 17 March 2024

Applications from Employment Agency will not be considered.

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Typed applications (**quoting the reference number**) which should contain a comprehensive curriculum vitae, certified copies of all qualifications and contact details of three referees, should be forwarded, for the attention of Mr MJ Mopai, to the Human Resources Department, P.O Box 68, Medunsa, 0204 or e-mail applications in MS Word and PDF format, to hr.recruitment6@smu.ac.za

The applications may also be posted OR hand delivered to (place in the application box):

Human Resources Department, 5th Floor, Clinical Pathology building, Sefako Makgatho Health Sciences University, Molotlegi Street, Garankuwa, OR Human Resources Department, P. O. Box 68, MEDUNSA, 0204.

It is the applicant's responsibility to have foreign qualifications evaluated by the South African Qualification Authority (SAQA). Failure to submit the requested documents/information will result in your application not being considered.

Telephonic enquiries regarding conditions of service: (012) 521-3624

The Sefako Makgatho Health Sciences University is an Equal Opportunity and Affirmative Action Employer.

Correspondence will be limited to short-listed candidates only. Applicants who have not been contacted within 30 days of the closing date must consider their applications as unsuccessful.

The university reserves the right to make or not to make an appointment