



## SEFAKO MAKGATHO HEALTH SCIENCES UNIVERSITY

### OFFICE OF THE VICE CHANCELLOR

Sefako Makgatho Health Sciences University (SMU) offers professional health sciences training and education in a range of fields through excellence in teaching, learning, innovative research and community engagement. SMU is situated in Ga-Rankuwa (North of Pretoria) and the below **five-year fixed-term contract** position is currently available.

#### **DIRECTOR: ADVANCEMENT & COMMUNICATIONS (1 Post) (5-year fixed-term contract appointment)**

Ref: 24/2026/MMM/P5

The University is looking for a charismatic, highly literate professional for the position of Director: Advancement and Communications to lead this function with a focus on increasing the reputation of the institution as one who appreciates open communication, values its stakeholders, and recognizes the importance of its brand. The incumbent will be responsible for Communication Management; Marketing and Branding Management; Stakeholder Management; Student Attraction; Digital Media Management; and Alumni Relations and Advancement. He/She will report to the Executive Director: Special Projects and Stakeholder Management and must meet the requirements and competencies and be responsible for the key performance areas listed below.

#### **MINIMUM REQUIREMENTS**

- Honour's Degree (NQF Level 8) in Marketing, Communications, or related discipline, a masters (NQF 9) would be an advantage
- Seven (7) years minimum experience in a marketing, communication and/or media relations
- Four (4) years' experience in leading a department and/or division and/or team
- Demonstrate measurable success in fundraising initiatives that have resulted in increased institutional revenue and strategic partnerships
- Demonstrated success in leading projects that secure support for philanthropic programmes
- Experience and evidence of the ability to influence and confidently advise diverse stakeholders
- Technologically proficient and up to date with digital media platforms, with sound knowledge and practical competence in ICT applications

- An existing network of relationships with media and higher education stakeholders will be an advantage
- Professional affiliation or registration with a recognised communications or marketing body (e.g., PRISA) will be advantageous
- Proven experience in developing and implementing integrated communication and advancement strategies
- Experience in a higher education context will be an added advantage
- Valid driver's license

## **COMPETENCIES**

- Technical/ professional knowledge and skill
- Strategic decision making and problem solving
- Eloquent (a good verbal communicator) with above average communication skills (written and spoken) and solid report writing
- Strong interpersonal relations, collaboration and teamwork
- Ability to project own and the University's capabilities honest Strong stakeholder management
- Personal impact, stature and credibility
- Ability to work independently
- High work ethic and standards
- The ability to understand negative consequences and threats and to manage decisions/business processes to negate/minimise risk
- Negotiation: bargain successfully by using the ability to assimilate information and to evaluate possibilities against a background of sound knowledge of the landscape
- Action orientated
- Client service orientation
- Facilitating change

## **KEY PERFORMANCE AREAS**

### **Communications Management**

- Stays abreast with latest developments and technologies relating to Communications and Media
- Leads the Communications strategy and plan, collaborating with senior 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, and targeting communications differently to different stakeholders
- Setting measurable goals and objectives for the communication strategy, and drafting 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, and remains closely involved with the institution's impact and key initiatives
- Manages and monitors the implementation of communication strategy and plans, including the effectiveness of communication and goal achievement

- Manages the student enquiry function in close collaboration with academic administration stakeholders and institutional planning
- Manages media events
- Mitigates risk to brand damage on complex communications issues
- Manages the student radio station
- Manages all institutional print media, such as newsletters, annual reports, alumni communications and marketing material
- Writing concept documents, briefs and plans
- Represents the institution on public platforms and media events
- Maintains communications policies, procedures and standards (for both print and digital media)
- Educates and informs institutional stakeholders on communications standards, policies and procedures
- Manages all institutional print media, such as newsletters, annual reports, alumni communications & marketing material
- Gains approvals for press releases
- Maintains communications policies, procedures and standards (for both print and digital media)
- Monitors that licensing, usage clauses, subscriptions and copy right legislation are adhered to
- Reports on media statistics and metrics

#### **Marketing and Branding Management**

- Remains abreast of new developments in the field of Marketing, and drafts and gains approval for an integrated marketing & branding strategy
- Commissions insights into SMU's position in the higher education landscape, and gaining input on competitors
- Proposes changes to and maintains policies and procedures for the marketing function in the institution; analysing and determining opportunities
- Proposes channels for advertising with the supporting budget and gains approval
- Manages the Marketing and Branding function, including planning and gaining approval for marketing campaigns, and managing service providers
- Develops branding and corporate identity plans for all University campaigns
- Collaborates with internal stakeholders to maintain the image and brand of the institution, including managing the institution's trademarks, copy rights and related compliance; new and existing signage on infrastructure, recreational facilities, etc for quality, standards adherence and image
- Manages the procurement and distribution of promotional items
- Commissions specialist providers for the making of video's and other promotional materials
- Works with and leads dynamic team projects, maintaining professional relationships with stakeholders
- Monitors and controls marketing expenditure prudently
- Monitors the effectiveness of campaigns, advertising and other marketing events through analysis of metrics
- Monitors the appropriate use and care of the institutions marketing materials/stock

- In collaboration with Information Technology function, monitors that e-mail footers and document templates are standard and up to date
- Reports on marketing drives/campaign statistics, outcomes and costs

### **Student Attraction**

- Plans collaboratively with internal stakeholders to facilitate student-centric attraction strategies
- Engages with student bodies to determine needs and gain input
- Plans strategies for attraction of prospective students
- Arranging for marketing materials, such as stands, models, displays, graphics etc, for shows where SMU is actively marketed
- Collaborates with internal stakeholders planning and execution of open days and school visits
- Assists with planning regarding major institutional events on the annual calendar, such as graduation and other ceremonies
- Arranges for provision of supporting marketing materials, brochures, print media, programs, and other items during such events
- Collaborates with the Student Affairs function regarding marketing support to enrich the student experience
- Collaborates with the Internationalisation function to analyse needs and provide communications & marketing support in support of institutional goals
- Puts metrics in place to monitor goal achievement for student attraction
- Monitors plan implementation and prudent expenditure of budgets
- Resolves complex queries
- Continually and proactively updates plans as needs and requirements change
- Drafts reports on student attraction initiatives and success (inclusive of costs)
- Drafts standard management reports and metrics for student attraction goal achievement per category of student (local, foreign, post graduate, doctorates, etc)

### **Digital Media Management**

- Stays abreast of technological development, proposes new technologies and channels for communication and gains approval
- In collaboration with Information Technology stakeholders, drafts and gains approval for an integrated, coherent strategy for digital platforms in support of the communications strategy
- Provides a framework for the **content of web sites** for the University and mitigates risk of exposure to lawsuits as a result of non-compliance to legislation
- Provides input into the assignment of user access rights; collaborating with Information Technology stakeholders, putting security controls in place for the access to sensitive information on digital sites
- Drafts, updates and maintains an e-mail use policy
- Manages the content on the institution's main web site
- Plans, manages and controls content for mobile applications
- Puts policies and procedures in place for the use of social media platforms for employees
- Arranges training, guidance, and educational programs for internal stakeholders on the use, security and implications of content on social media

- Drafts, maintains and gains approval for guidelines governing virtual meetings
- Using existing internal channels, communicates new guidelines and information to employees and students
- Puts a digital audit function in place to maintain quality, relevance and compliance regarding digital media for all channels
- Puts monitoring mechanisms in place for social media platforms for negative content
- Takes corrective action on non-compliance to digital policies
- Resolves complex queries
- Reports on implementation plans, metrics and cost
- Drafts standard management reports on digital projects, activities and costs

#### **Alumni Relations and Advancement**

- Developing and coordinating Alumni strategy, and responsible for alumni relations
- Maintain an affective functioning alumni
- Management of proposals and fundraising strategies
- Set annual Advancement and alumni project goals
- Strengthen alumni network and stakeholder relations
- Promote culture of philanthropy among internal and external stakeholders
- Identify, qualify, and solicit prospects for annual fund support and refer major gift prospect

#### **Generic roles**

- Generic management responsibilities such as people management (including performance management), budget/asset/financial management and health and safety management;
- Stays abreast of related governance and statutory requirements
- Contributes subject matter expertise in institutional strategic planning
- Monitoring, evaluation and reporting
- Perform duties as the employer may from time to time assign
- Actively contributes to a healthy SMU culture of impeccable ethics, sound governance and accountability

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**Closing date: 13 March 2026**

**Applications from Employment Agencies will not be considered.**

Typed applications (**quoting the reference number**) which should contain documents mentioned below should be forwarded, for the attention of **Mrs MM Makgati**, to the Human Resources Department, P.O Box 68, Medunsa, 0204 by e-mail at [hr.recruitment1@smu.ac.za](mailto:hr.recruitment1@smu.ac.za)

#### **Documentation required for application:**

- **A full curriculum vitae; as well as;**
- **An abbreviated (no more than two pages) curriculum vitae;**
- **A self-evaluation by the applicant of his/her suitability for appointment;**
- **The applicants vision for the portfolio;**

- The names and contact details of at least three referees (provided that the University reserves the right to appoint and consult its own referees); and
- An indication in writing by the candidate that he/she accepts the applicable Appointment Regulation and Procedure of the University.

**All shortlisted candidates will be required to submit themselves to a competency assessment.**

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.

*Enquiries regarding conditions of service: Tel: (012) 521-4393/3871*

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

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

**The University reserves the right not to make an appointment.**