

NOTES

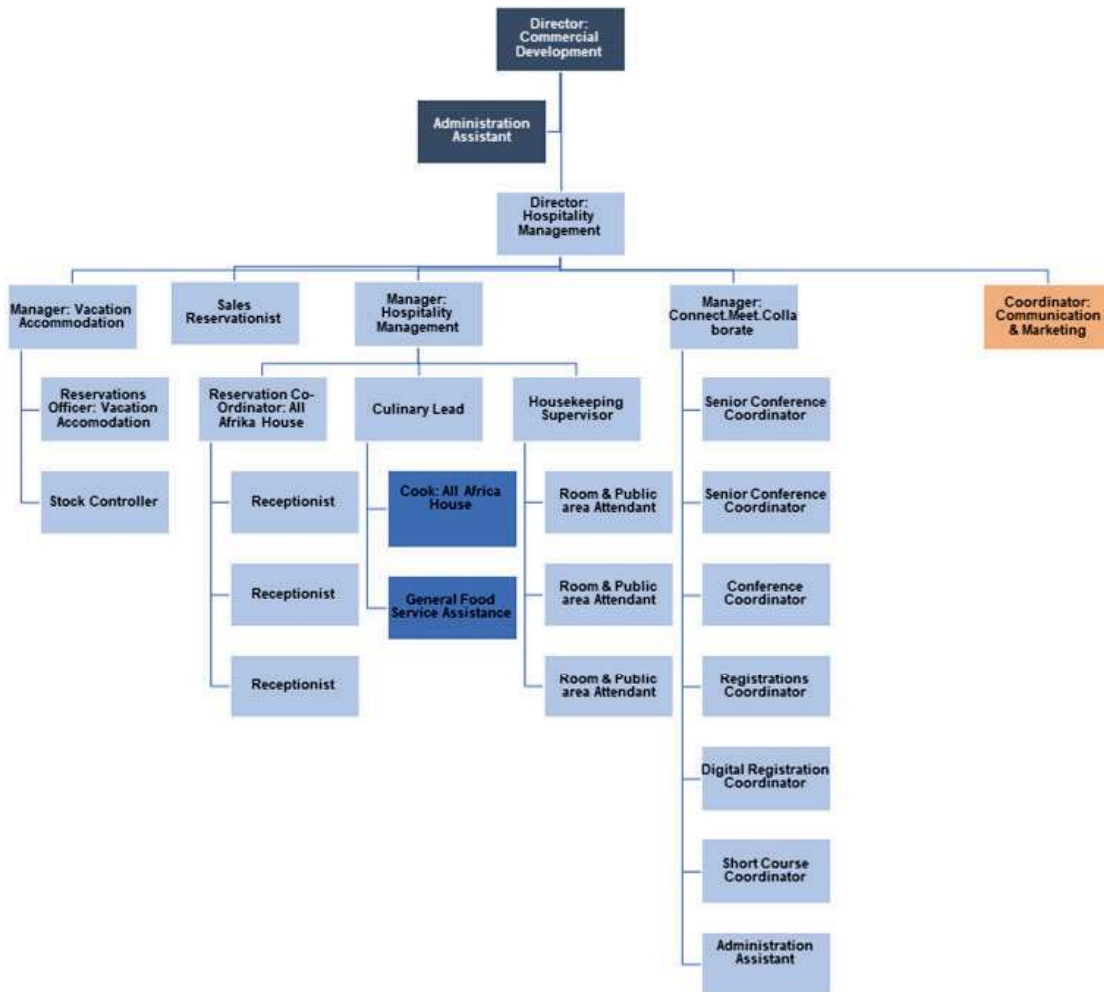
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Communications Marketing Co-Ordinator		
Job title (HR Practitioner to provide)			
Position grade (if known)	PC 9	Date last graded (if known)	29 February 2026
Academic faculty / PASS department	Properties & Services		
Academic department / PASS unit	Commercial Development Department		
Division / section	Commercial Development Department		
Date of compilation	August 2025		

ORGANOGRAM

(Adjust as necessary. Include line manager, line manager's manager, all subordinates and colleagues. Include position grades)



PURPOSE

The main purpose of this position is to champion the department's proactive and reactive marketing efforts across all Commercial Development properties, including Vacation Accommodation, All Africa House, leasing and the Conference Management Centre.

This role is responsible for supporting the execution of marketing strategies to increase brand visibility, improve occupancy and bookings, and supporting digital and print marketing implementation. Working closely with the Commercial Development team, the Marketing Coordinator will help translate sales and brand strategies into engaging digital and print campaigns, track performance metrics, and coordinate communication across various platforms.

The Marketing Coordinator will also assist in evaluating the department's participation in relevant sales and marketing channels, developing targeted promotions and content that aligns with the university's brand and meet the needs of its key customer segments.

This role manages the day-to-day marketing activity within the approved budget and interfaces with CMD to align local efforts with broader promotional initiatives.

Ultimately, this role plays a vital part in delivering service offerings that meet or exceed customer expectations, while supporting the department in achieving a strong return on investment for the University.

CONTENT

1	Marketing Activities	50%	<ul style="list-style-type: none"> • Develop and implement strategic marketing plan across all Commercial Development assets at UCT • Oversee the day to day marketing functions of the Department including advertising, promotions, digital campaigns and community service activities • Implement marketing campaigns for accommodation, conferencing, and seasonal offerings across the division. The main focus should be to protecting/promoting the brand, brand integrity • Manage brand marketing and enhancement to include corporate positioning, market and competitive analysis, customer segmentation, retention and penetration plans and channel delivery strategies • Establish annual targets for all team members and work with them to ensure they are met. Provide customer intelligence in evaluating the market and economic trends that may lead to changes in sales strategy to meet or exceed customer expectations • Establish and maintain a consistent image throughout all product lines, promotional materials and events • Create a comprehensive content calendar outlining the schedule for e-newsletters, magazine issues, and social media posts, ensuring consistent communication throughout the year. • Identify public relations opportunities and coordinate activities to augment the overall marketing and communication strategy • Generate original content and curate relevant news, updates. • Ensure that the marketing function is appropriately resourced to deliver on the plan • Maintain successful performance by increasing revenues, controlling expenses and providing a return on investment • Perform other duties as assigned to meet the business' needs • Own the lifecycle of creative projects, stakeholder communications, and cross-channel project management processes from first discussion to final delivery. • Disciplined in managing your time and projects, meeting deadlines, communicating expectations, and anticipating roadblocks along the way. • Be open to working live events, posting on the fly, and managing work on weekends when required. • Coordinate promotional campaigns for peak seasons (e.g., December–February Vacation Accommodation). • Support events, open days, and activations with branded collateral, signage, and promotional support. • Filming and editing short videos and reels of guest experiences, events and property highlights for social media. • Define, execute, track and report well-structured brand social content campaigns and operations, along with the development of clear objectives per campaign to drive meaningful insights and content optimisation 	<ul style="list-style-type: none"> • Establish and maintain a brand identity that complies with the Department's vision and values • Target audience and marketing channels understood • Competitors and potential markets identified • Short and long-term marketing strategies and advertising campaigns implemented to create brand awareness • Customers and guests expectations are met and they receive the level of services promised by the brand
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2	Relationship Management	20%	<ul style="list-style-type: none"> • Develop strong partnerships with local organisations to further increase brand/product awareness. • Develop and manage internal key stakeholder relationships. • Develop strong community and public relations by maintaining participation in local, regional and national tradeshows and client events • Execute exemplary customer service to drive customer satisfaction and loyalty by assisting the customer and monitoring their satisfaction before and during their stay/event • Serve the customer by understanding their needs and recommending the appropriate features and services that best meet their needs and expectations, while building a relationship and loyalty to the UCT brand • Gain understanding of each unit within the Department's primary target customer and service expectations; serve the customer by understanding their business, business issues and concerns, to offer better solutions both prior to and during their stay/event participation 	<ul style="list-style-type: none"> • Interacts with others in a way that builds openness, trust and confidence in the pursuit of organization goals and lasting relationships • Develops and sustains relationships based on an understanding of customer needs and actions consistent with the Department's service standards • Supports employees and business partners with diverse styles, abilities, motivations and/or cultural perspectives; utilizes differences to drive innovation, engagement and enhance business results; and ensures employees are given the opportunity to contribute to their full potential • All internal communications are aligned to the overall Departmental strategy • Strong working relationship with all key internal and external stakeholders
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3	Website and Digital Content Management	20	<ul style="list-style-type: none"> • Draft and schedule social media posts, newsletters, and digital marketing content. That will attract and maintain followers across our social media platforms. • Build trust and loyalty among social media audience enabled by deep understanding of our products through the effective implementation of content. • Update content across all hospitality unit websites in collaboration with web developers • Monitor web traffic and online engagement to improve reach and conversions. • Track and analyse key metrics such as open rates, click-through rates, and engagement levels across different communication channels, using insights to refine and improve future communications. • Coordinate with IT or external service providers to maintain SEO, user experience, and booking flow through the use of Google ad campaigns. • Manage campaigns from teams on a daily basis to decide what we write and post, and make sure the brand is consistent across all platforms. • Design and update promotional materials, brochures, flyers, and internal notices. • Coordinate the creation of visually appealing assets, including graphics and video content 	<ul style="list-style-type: none"> • We will then remain relevant as far as brand recognition is concerned. • We will continuously aim to improve our digital print. • Stay abreast of industry trends which will allow us the opportunity to capitalize on it. • Have a client base we can tap into for promotional campaigns. • Maintains the University's values and integrity across all platforms. • Ensures that information on the socials are current and up to date.
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	Branding & Communication Support	5	<ul style="list-style-type: none"> • Ensure all marketing collateral aligns with the university's brand guidelines. • Develop visual and written content to support campaigns, proposals, or presentations. • Support internal communication efforts such as tenant notices, guest communication packs, and branded signage. 	<ul style="list-style-type: none"> • Professionally designed collateral that fully complies with UCT brand standards. • Consistent visual identity across all Comdev platforms and materials. • Enhanced brand credibility and recognition within UCT and the broader market. • Engaging storytelling that highlights Comdevs offerings and value propositions. • Improved effectiveness of marketing campaigns and competitive positioning in the accommodation market. • Strengthened tenant and guest relationships through effective, branded communication.
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	Reporting & Market Insights	5	<ul style="list-style-type: none"> Track campaign metrics (reach, engagement, bookings) and provide monthly reports. Assist with competitor benchmarking and market research to inform strategy. Monitor guest reviews and online feedback, working with the operations team to respond or adjust messaging accordingly. Track social media engagement to identify high-performing ideas and campaigns for scalability. Researching and evaluating competitor marketing and digital content Manage and update departments databases and customer relationship management systems 	<ul style="list-style-type: none"> Monthly marketing performance dashboards and reports. Clear insights into ROI and the effectiveness of marketing efforts. Data-driven recommendations for improving campaign impact and conversion. Quarterly competitor benchmarking reports. Actionable insights into pricing, positioning, and service offerings relative to competitors. Recommendations that inform ComDev's marketing and sales strategies Comprehensive analysis of competitor campaigns, messaging, and digital presence. Strategic recommendations to differentiate ComDev's positioning in the hospitality and accommodation market. Development of unique value propositions to attract target audiences.
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MINIMUM REQUIREMENTS

Minimum qualifications	Diploma or Higher Certificate in Marketing, or Digital Media (NQF Level 5 or above) Google Adwords/Ads Certification
Minimum experience (type and years)	<ul style="list-style-type: none"> • 2-3 years of experience in marketing, preferably in hospitality, tourism, or customer-facing services • Proficiency in social media management and digital tools (e.g., Canva, Mailchimp, Meta Business Suite, Google Analytics) • Experience with CMS systems and website content updates on platforms such as WordPress and Drupal is an advantage.
Skills	<ul style="list-style-type: none"> • Strategic thinking • Good presentation skills • Basic computer skills, proficiency in MS Office • Excellent Time Management • Strong verbal, writing skills and proofreading ability • Results driven • Ability to work under pressure, both independently and as part of a team • Must have amazing content writing skills, from daily posts to LinkedIn articles, polls and stories. • Graphic design skills (basic to intermediate) • Familiarity with email marketing platforms and campaign scheduling tools • Video filming and editing skills (basic to intermediate) • Google Analytics and Google Tag Manager • Google Ads
Knowledge	<p>Technical Acumen</p> <ul style="list-style-type: none"> • Sales Ability: Persuasiveness - Using appropriate interpersonal styles and communication methods to gain acceptance of a product, service, or idea from prospects and clients. • Sales Implementations - Driving and supporting the implementation of sales strategies and systems; seeking and taking appropriate actions on feedback; taking responsibility for implementation success. • Understanding of consumer social media campaigns, with deep knowledge of social platform functionality and best practice across platforms such as: <ul style="list-style-type: none"> • Facebook • Instagram • Twitter • LinkedIn • YouTube • Tik Tok • Canva • Adobe Premiere Pro • Legal limitations to the freedom of artistic creativity, freedom of the press and media in as far as respecting people's privacy, dignity and reputation • Experience with video production and editing for social media platforms •
Professional registration or license requirements	n/a

Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Honesty to handle cash or finances.)	<ul style="list-style-type: none"> Working knowledge of Adobe Suite - Photoshop, or video for quick animations – advantageous. Team player Tenacious and persistent Creative thinker with attention to visual detail Strong communication and collaboration skills Ability to work independently and manage multiple deadlines Customer-focused with a passion for hospitality and guest experience 			
Competencies (Refer to UCT Competency Framework)	Competence	Level	Competence	Level
	Adaptability	2	Building interpersonal relationships	2
	Problem solving	2	Continuous learning	2
	Communication	2	Stress tolerance	2
	Teamwork/collaboration	2	Creativity and innovation	2
	Results focus	2	Initiating action	2
	Planning and organizing	2	Resource Management	2

SCOPE OF RESPONSIBILITY

Functions responsible for	<ul style="list-style-type: none"> As specified in the position description under key performance areas.
Amount and kind of supervision received	<ul style="list-style-type: none"> Minimal as this is a senior level post and the incumbent is expected to operate independently and with minimal supervision.
Amount and kind of supervision exercised	<ul style="list-style-type: none"> Is responsible for coordinating marketing and communication strategies for the entire Commercial Development Division and therefore needs to exercise a level of management authority and provide guidance and direction to the staff as and when required.
Decisions which can be made	<ul style="list-style-type: none"> Most operational and strategic marketing related activities/decisions. Decisions relating to staff and the manner in which work is done, distributed and where potential structure and or control and process inefficiencies needs to be addressed.
Decisions which must be referred	<ul style="list-style-type: none"> Expenditure that is over the budgeted amounts and reckless spending; Risk / mitigation exposure and potential commercial development related risks. Decisions of work that falls outside of the scope of this post and where escalated queries has arisen.

CONTACTS AND RELATIONSHIPS

Internal to UCT	Director: Commercial Development, Director: Hospitality Management, Manager: Commercial Development, Manager: Conference Management Centre, Senior Coordinator: All Africa House and Staff Housing, Senior Coordinator: Vacation Accommodation, staff, students, UCT Marketing Department.
External to UCT	Guests, vendors, suppliers, Lessees, Landlords/ Donors/Funders and all other external stakeholders.

AGREED BY

	PRINT NAME	SIGNATURE	CONTACT NO.	DATE
Position Holder	Vacant			
Line Manager			14	

HOD				
HR Practitioner				

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11/09/2025