



SOCIAL MEDIA ASSISTANT (AFTER HOURS)

(Payclass 06)

Media Liaison & Social Media Unit Communication & Marketing Department

The University of Cape Town's Communication and Marketing Department is looking for a Social Media Assistant (after hours). This is a permanent position and provides daily administrative support services to UCT's social media team after hours and on weekends under the supervision of the Head: Social Media as described below.

The Communication and Marketing Department is a high-pressured, fast-paced and demanding environment, and therefore, requires an individual who is emotionally resilient, flexible and acts with integrity in all instances. The individual should be willing and able to work after-hours.

Requirements:

- An appropriate NQF5 qualification in one of the fields of journalism, public relations, writing, marketing/advertising or online
- One-year experience with client services and social media community management
- Excellent writing, editing and proofreading skills;

Responsibilities:

- With guidance, populate information into standardized template for morning social media reports
- As per standard protocol, monitor social media platforms and immediately escalate contributions or complaints which may damage UCT's reputation, are inflammatory or prejudicial, or for any other reason require an immediate response
- Under supervision, timeously respond to inbox request for information on official social media platforms
- Implement campus communication on social media platforms during evening and weekend shift
- With guidance, assist social media team to grow UCT's official social media platforms fan and followers
- Monitor and report on usage statistics of official social media platforms
- With guidance, assist with the implementation of university wide social media campaigns e.g. consent forms
- Populate as per template, the monthly and quarterly report on social media activities and statistics.
- With guidance, retrieve and populate as per template information for quarterly report on social media coverage of CMD activities

The following will be advantageous:

- Demonstrable experience in social media crisis communication
- Experience in working at a higher education institution or environment
- An appropriate NQF6 qualification is highly advantageous

The annual cost of employment is between R203 787 and R239 748

To apply, e-mail the below documents in a single pdf file to recruitcmd@uct.ac.za

- UCT application form (downloadable at <http://forms.uct.ac.za/hr201.doc>)
- A one-page cover letter detailing why you believe you are suited for this specific role
- A Curriculum Vitae (CV) of no more than two pages
- A writing sample/portfolio of no more than 800 words

Please ensure the title and reference number are indicated in the subject line.

An application which does not comply with the above requirements will be regarded as incomplete.

Only shortlisted candidates will be contacted and may be required to undergo assessments and/or submit work pieces in evidence of experience in any of the abovementioned area.

Telephone: 021 650 3730

Website: www.uct.ac.za

Reference number: E20128

Closing date: 03 February 2020

UCT is committed to the pursuit of excellence, diversity and redress in achieving its equity targets. Our Employment Equity Policy is available at www.uct.ac.za/downloads/uct.ac.za/about/policies/eepolicy.pdf. For this post we seek particularly to attract black South African candidates.

UCT reserves the right not to appoint.