



**VAAAL UNIVERSITY
OF TECHNOLOGY**

Inspiring thought. Shaping talent.

Internal/External Vacancy

DIVISION: Advancement	DEPARTMENT: Corporate Communications
POST: Head of Department Corporate Communications	PEROMNES LEVEL: 07 POST NUMBER: 5013

JOB DESCRIPTION:

Key Performance Areas include but not limited to:

- Develop and implement a communication strategy that includes media outreach and social media content creation, and is aligned to the overall corporate communication and marketing plan
- Supervise and coordinate the activities of the Corporate Communications Department
- On-time production and distribution of relevant information about VUT to all internal and external stakeholders
- Establish and maintain good relations with a range of media houses and journalists
- Develop media releases and coordinate media conferences
- Ensure optimum use and maintenance of all VUT communication channels
- Facilitate the development and issuing of all VUT publications
- Develop and coordinate inputs for VUT newsletters (digital and print)
- Ensure uniformity of corporate branding across all VUT publications and correspondence
- Manage and coordinate all internal communications
- Support and evaluate results of communication campaigns
- Ensure content on VUT websites is up-to-date
- Monitor and improve VUT media coverage
- Respond to media enquiries and requests
- Enhance the image of VUT through a range of media platforms and promote VUT's academic programmes, positive achievements and services.

APPLICATION CRITERIA:

Qualification and Experience:

- M+4 in Communication, Public Relations or Journalism
- 3-5 year's management experience in a Communication and Media Relations environment
- Excellent writing, editing and public speaking skills
- Knowledge of different media channels and their application
- Proven social media and networking expertise



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- Extensive experience in the writing and production of promotional materials
- Strategic and creative mind-set
- Works well under pressure and meets tight deadlines

Skills and Competencies:

- Excellent English business writing, editing and verbal communication skills.
- Extraordinary attention to detail (for proofreading)
- Development and implementation of a media strategy and media relations plan
- Working knowledge of the formulation of policies and procedures.
- Working knowledge of public relations, budget and performance management
- Verbal and written communication, above-average interpersonal and presentation skills, planning and organising, initiative, team leadership

Closing date for applications: 23 March 2022.

Submit CV's to Ms Angie Moeti at: recruitment3@vut.ac.za.

Please Note: The application must be accompanied by a CV, identity document and ORIGINAL certified copies (not older than 3 months) of educational qualifications. Submission of such copies entitles Vaal University of Technology to authenticate the qualifications without any further consent from the applicant. Candidates with foreign qualifications must also submit the South African equivalent of the qualification. These qualifications are evaluated by SAQA. Vaal University of Technology is an equal opportunity and affirmative action employer, which is committed to the implementation of its employment equity plan. Therefore people from designated groups are encouraged to apply. If you are not contacted within eight weeks after the closing date, please accept that your application was unsuccessful.

VUT reserves the right not to make an appointment.

By applying for this position, you give permission that your information can be shared with the selection panel or the relevant people involved with the recruitment process.

