

WALTER SISULU UNIVERSITY

Mthatha

Director: Marketing, Communication & Development

A challenging and creative career opportunity exists for a strategic, visionary leader who is able to understand the strategic context of Walter Sisulu University, network strategically and take a bold leadership role in brand building, marketing and positioning the University.

An astute, experienced communicator with a thorough knowledge of the media landscape and new media applications is required. The successful candidate will have a broad international, national and regional perspective on how Walter Sisulu University should be positioned and marketed. An understanding of the higher education landscape is essential and knowledge of public sector communication would be required.

The appointee will be accountable to the Deputy Vice-Chancellor: Planning, Quality Assurance and Development and will also work directly with the Vice-Chancellor on certain projects.

Key Performance Areas:

- Provide strategic leadership for the strengthening and positioning of the Department of Marketing, Communication and Development;
- Develop, implement, manage and monitor strategic marketing and communication policies and strategies to position and strengthen the Walter Sisulu University brand both internally and externally;
- Develop and maintain sound media relations and act as the University spokesperson;
- Develop, implement, manage and monitor targeted student recruitment strategies in line with the University's priorities;
- Lead the development of sound stakeholder relations, locally, regionally, nationally and internationally and devise communication strategies to reach varied target audiences.

Educational Qualifications: A minimum of a postgraduate qualification in a relevant field.

Experience: At least 5 years relevant experience at managerial level and at least 3 years experience in the higher education environment.

Skills/Competencies: Creative, innovative and proven understanding of branding, marketing and communication from concept to implementation; a high level of professionalism; a thorough understanding of higher education protocol and excellent high level networking skills; good problem-solving skills; excellent organizational, administrative and financial management skills; proven excellence in written and spoken communication skills; proven leadership skills and the ability to work harmoniously within a people-oriented environment; ability to work as a team player and team-builder; a high level of computer literacy; a driver's licence is essential as this position will entail inter-campus travel.

Closing date for applications: 6 May 2011

Commencement date: As soon as possible

Interested individuals who have the necessary competencies are invited to submit their applications with a detailed Curriculum Vitae and a letter of application, which should be sent, faxed or emailed to:

Mr S Bara, HR Department, Nelson Mandela Drive, Mthatha, Private Bag X1 Mthatha 5099.

Tel: 047 502 – 2203. Fax: 086 754 1349. Email: recruit@wsu.ac.za

Applicants who have not been informed about the outcome of their application within two months from the closing date may regard their application as having been unsuccessful.

A developmental university...
• technological • scientific • innovative • responsive

WSU
Walter Sisulu University