| HR191	**Head: Newsroom & Publications**	UNIVERSITY OF CAPE TOWN IYUNIVESITHI YASEKAPA · UNIVERSITEIT VAN KAAPSTAD

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	Head: Newsroom & Publications		
Job title (HR Practitioner to provide)	Middle Comms & Marketing Manager		
Position grade (if known)	11	Date last graded (if known)	June 2021
Academic faculty / PASS department	PASS		
Academic department / PASS unit	CMD		
Division / section	Newsroom and Video Production		
Date of compilation	April/May 2021		

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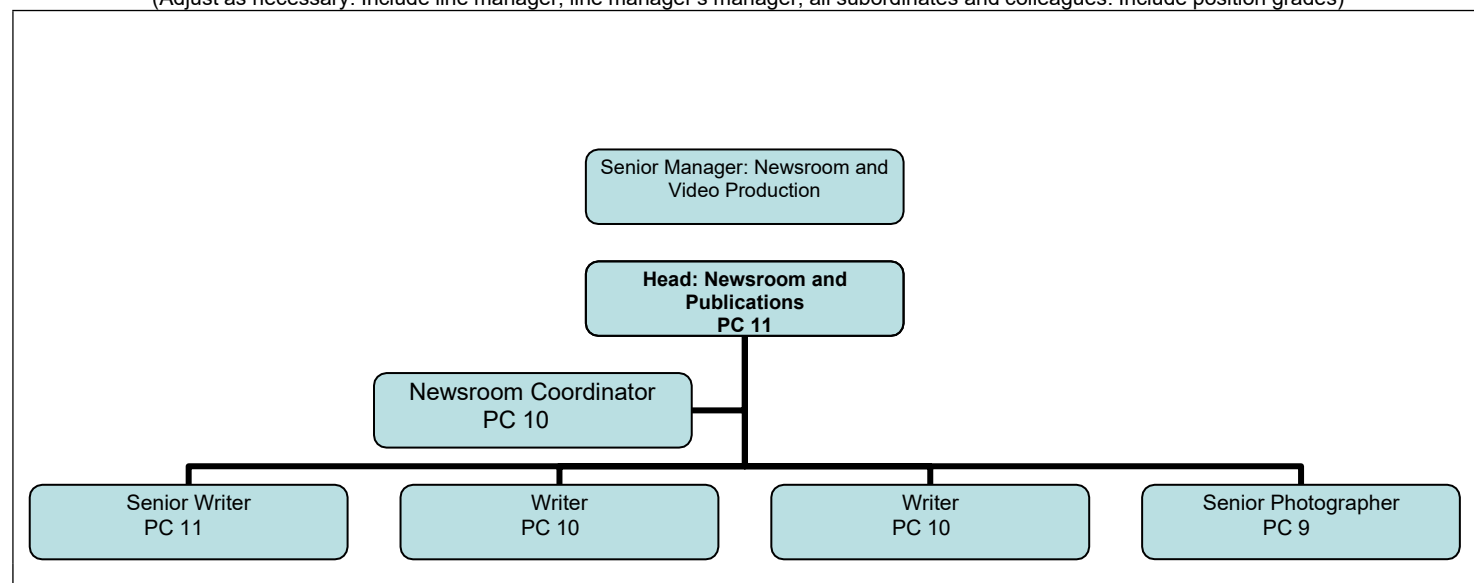
PURPOSE

The main purpose of this position is to ensure the newsroom team [writers and photographers] maintain journalistic ethics and high standards of accuracy and professionalism at all times; and that content [including graphics and photographs] published on the UCT News website and publications is accurate, highlights the University of Cape Town's vision and mission of inclusivity and transformation, and excellence; and does not contravene South Africa's media laws and the Constitution of the country as far as fairness, equality and human dignity are concerned.

The Head: Newsroom and Publications will:

- Drive key projects and publications from conceptualization to completion [brainstorming, commissioning, editing, writing and shaping web and publications content, as well as art directing print and digital publications from a content point of view]
- Provide strategic and Production support to the Senior Manager: Newsroom and Video Production, and the Deputy Director: Communication and Marketing
- Act as Deputy to the Senior Manager: Newsroom and Video Production when necessary
- Align UCT news and publications with UCT and CMD's overall vision and strategy, making output more visible, accessible and relevant; enhance the integration between print, online and social media; particularly collaborating with the Head: Media Relations and Head: Social Media
- Work closely with Head: Video Production, Head: Web Content and Head: Branding and Campaigns to ensure online news seamlessly integrates across all websites and various multimedia platforms, while maintaining tone, accuracy and brand voice consistency
- Oversee the overall running of the newsroom and work closely with the senior writer in mentoring junior writers.

CONTENT

	Key performance areas	% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
eg	General and office administration	25%	Takes, types up and distributes minutes and agendas for monthly departmental meeting. Greets visitors, enquires as to the nature of their visit and directs them to the appropriate staff member.	All staff members receive an electronic copy of accurate minutes and agendas, in the departmental template/format, a week before the meeting. Visitors are directed to appropriate staff member in a professional and efficient manner.
1	**Content strategy development**	25%	• Contribute to the development of the Newsroom and Publications strategy by providing input that meets current and future needs of CMD and the university; being aware of industry trends, emerging technologies and relevant online communities • Conceptualize the approach to key news and publication outputs with the senior manager, aligning these outputs with CMD and UCT's overall strategy • Assist with proactive information sourcing and story generation • Contribute story ideas and help conceptualize features and projects to position UCT ahead of its competitors • Draw up and maintain an annual plan of key national and international days of observance, as well as UCT's internal events. This will be used as points of leverage and to enhance content relevancy. • Keep abreast of key developments in both the basic and higher education sector nationally and internationally • Bi-Annually [twice a year] benchmark UCT's web content [articles, publications and photographs] against local and global competitors, and look for ways UCT products can be enhanced and improved upon	• Clear strategic focus • Performance outputs aligned with UCT and CMD's overall mission and vision • Team contributes and understands purpose of each publication • Topical and timeous articles that highlight the university's inclusivity and transformation agenda, paired with images that are both compelling and relevant, considering the social context in which UCT exists • Monthly, Quarterly and Annual Reports produced and updated, showing how UCT News content [articles and photographs] and Publications have contributed to the Newsroom & Video Production units' annual strategy and strategic goals [stats included e.g. number of articles produced by strategic theme and views in partnership with other departments and faculties] • Bi-Annual benchmark reports shared and discussed in the Newsroom & Video Production unit

2	**Service and content management**	25%	- Project manage entire content production process [articles and publications] from conceptualization to completion to meet tight deadlines - Oversee development and production of all UCT News and publications content, including, but not limited to, daily online articles, photo and image selection, content-proofing, layout, printing and vendor selection - Monitor workflow with newsroom coordinator [stories, news articles, photography and graphics] and ensure work is allocated/distributed appropriately to meet deadlines - Implement and maintain internal systems and procedures to ensure uninterrupted workflow - Contract with [source and manage] in-house and freelance writers, designers and photographers to ensure high quality content production - Art direct [manage the look and feel] publications across multimedia platforms to assure adherence with UCT's brand guidelines - Ensure compliance with UCT's policies, mission and vision procedures, as well as other legislative requirements to mitigate risks - Apply knowledge of media and copyright laws to avoid permissions and plagiarism issues, and laws relating to the protection of people's dignity [including children, victims of sexual offenses or any other criminal activity] - Approval of all online publications in consultation with the Senior Manager: Newsroom & Video Production - Develop and maintain sound working relationships and partnerships with internal and external stakeholders - Assist faculty and PASS department representatives with UCT News, photography and publication requirements - Contribute to updating publication distribution lists in consultation with the Senior Manager: Newsroom and Video Production and the Senior Manager: Marketing & Stakeholder Relations - Update UCT newsroom style guide bi-annually in collaboration with the Newsroom Coordinator	- Projects managed professionally, frugally, and efficiently - Timeous and optimal service delivery on content - Workflow distributed appropriately; managing risk with minimal errors in published content for online media - Engage appropriate service providers to provide high-quality service - Budget-friendly use of service providers for production process - Efficient time management to ensure all publications go through the technical production process smoothly - Clear communication between manager and printers or programmers - Online and print publications are aligned to the UCT brand - Content [including stories and pictures] uploaded to the web or printed on publications is reflective of the UCT demographics and care is taken to be sensitive to Constitutional provisions of fairness, equality and human dignity - Content is inclusive and highlights UCT's transformation journey without being condescending - Faculties and departments are supported in terms of their communication needs - Constructive relationships which result in partnership/ collaboration on issues and decision making - Relationships with internal and external stakeholders are maintained - UCT newsroom style guide is updated bi-annually in collaboration with the Newsroom Coordinator to ensure uniformity in all content produced

3	**Staff and vendor management**	20%	• Ensure that the Newsroom team's service is resourced appropriately and that deliverables are met timeously • Provide staff with briefings of functions and events • Set clear and measurable goals and personal KPI's in order to manage the professional and personal development of service staff • Lead the team by setting an example through professional knowledge and commitment to service excellence • Ensure continuous improvement by coaching staff and providing ongoing feedback on successes and challenges to each staff member • Ensure that top and poor performers are well and appropriately managed • Be first point of escalation and resolution on team matters • Contribute to a happy, healthy, and productive working environment through both words and actions • Contribute to a safe, collegial workspace in which team members can share work-related ideas and opinions • Review and refine the team's outputs [through collaborative feedback mechanisms to improve efficiencies, content performance and alignment with the CMD and Newsroom & Video Production unit's annual strategy • Continuously identify and assess learning and development needs of the newsroom team • Guide and educate CMD staff and UCT clients about best practice principles, preferred UCT style and tone, and importance of adherence to brand guidelines • In adherence to the UCT policies, ensure that vendors contracted with are BBBEE accredited freelancers, including writers, copy editors, voice-over artists and designers or graphic artists	• A highly productive team that understands expectations and deliverables • Staff have clear personal goals which they own and are accountable for • Staff members are empowered to take personal responsibility for their work and are committed to delivering high quality work to agreed deadlines • Strong performance culture developed with all team members • Staff members are valued, stimulated and engaged, and able to cope with the stress of working in a pressurised, deadline-driven environment • Staff are upskilled and developed ensuring a balance with operational requirements • Staff are regularly informed of best practice and are aware of any developments relating to service provision • A newsroom team that pulls in the same direction as a team, and produces excellent work in the process • A newsroom team that freely engages with each other and shares ideas openly • The team is nurtured, and good working relations are maintained with them and colleagues in all CMD units • Regular staff performance meetings leading up to the mid-year development dialogue discussions are conducted and documented • Thorough knowledge of HR and Finance processes, and policies with regards to contracting freelancers • Review vendor list every six months to ensure it is diverse and representative of the UCT vision of inclusivity and diversity

4	**Writing and editing**	20%	- Write stories and executive communication material as and when required, for online and print platforms - Assist in editing executive communication material when required - Edit with a strong eye for sense, story, tonality and message [subediting, rewriting, proofreading] - Create appropriate headlines, sub-headlines, captions, credits and blurbs - Ensure that the packaging of stories [daily online news stories, articles for publications, articles for newsletters etc] is in line with the overall CMD and NVP strategy of excellent content and the key messages of the institution are conveyed - Ensure that the online content and print content works in synergy, and adheres to the Newsroom style guide - Subedit copy to ensure that it is within a reasonable length - Proofread copy to ensure that there are no errors [linguistic and grammatical; legalities and permissions] - Ensure that editorial changes have been implemented accurately by the writers, coordinator, and designers - Adhere to internal departmental systems to avoid issues of version control [where a colleague in the production process is working on an older version of a story or publication] - Ensure a consistent style guide for all publications	- Propose and discuss suitable headlines, captions, blurbs and credits on all stories across all web-based and print publications - Clear, informative executive communication material when required - Content that is packaged in an appropriate manner - Content which is accurate, free of language and grammatical errors both online and in print - Efficient production systems - Content which is standardised through the use of a style guide - Verification (editorial due diligence) processes done to ensure there are no legal issues and that sensitivities relating to human dignity issues are eliminated
5	**Transformation and diversity**	5%	- Be familiar with UCT's mission, strategic objectives and supporting policies and reflect these in all content - Helping the department meet UCT's transformation goals and ensure that content reflects transformation as a theme, wherever possible - Provide input into the department's transformation plan by ensuring that training, development and recruitment for the newsroom team is aligned with CMD and UCT's overall transformation strategy - Critically assess the products of the newsroom regularly to ensure compliance with UCT's transformation strategy and enhance or improve where necessary	- A team with an active development and training plan, and a sense of how their work contributes to the university's overall transformation agenda - Content is reflective of the diverse nature of UCT's demographics and highlights the university's transformation and inclusivity agenda - Content that helps educate others about UCT's history, mission and strategic priorities, and where possible, advance these objectives - Content that helps reinforce and advance the university's commitment to transformation

| 6 | **Relationship building** | 5% | • Develop a network of contacts among staff and students at UCT and, where appropriate, with external stakeholders
• Works closely with other heads within CMD [Head: Video Production, Head: Web Content, Head: Media liaison, Head: Social Media, Head: Branding and Campaigns, Head: Events and Hospitality, Head: Web Development] to discuss newsworthy stories, upcoming events, campaigns and projects, and how these can be covered and shared with local, national and international mainstream media
• Build and maintain strong relations with departmental and faculty communications teams | • A network of UCT experts that supports the production of quality, compelling content that serves the university community
• Identifies content that is of interest to the UCT community and the general public and drives initiatives to bring these stories to the attention of media houses
• Professional, cordial relationship with all internal and external stakeholders |

Minimum qualifications	An appropriate NQF 7 or higher tertiary qualification preferably in journalism, media studies or communication sciences
Minimum experience (type and years)	5 or more years in the editorial/publications/newsroom space, 3–4 of these in a senior position - Experience must have been in an editorial capacity either as a copy editor, sub-editor, editor or a writer - Experience [3-4 years] in overseeing print, digital and/multimedia projects - Proven ability to facilitate and navigate team dynamics
Skills	- Excellent English writing and proofreading skills, with superlative skills in punctuation and grammar - Familiarity with Word, Excel and other related software programs - Great interpersonal skills and a strong work ethic - Leadership skills and ability to manage a team - Problem-solving skills and the ability to comfortably manage conflict - Very strong teamwork and collaboration skills - Ability to work well under pressure - Quick decision-making skills - Multitasking skills
Knowledge	It is advantageous to have knowledge of: - Current editorial conventions and practices - Current South African media landscape, specifically in higher education - South African Press practices, especially relating to republication of content, use of images and photographs [including those relating to minors], permissions for reuse of external content - Online publishing conventions [both local and international], specifically relating to the publication of online news content - The South African Constitution, including [but not limited to] legal limitations to the freedom of artistic creativity, and freedom of the press and media in as far as respecting people's privacy, dignity and reputation is concerned - UCT's vision and mission
Professional registration or license requirements	N/A
Other requirements	A keen eye for detail when handling invoices, financial statements and reports

	Competence	Level	Competence	Level
Competencies (Refer to UCT Competency Framework)	Analytical thinking/problem solving	2	People management	3
	Building interpersonal relationships	2	University awareness	2
	Communication	3	Stress tolerance	2
	Individual leadership	2	Resource Management	2
	Initiating action / initiative	2	Decision-Making/Judgement	1

SCOPE OF RESPONSIBILITY

Functions responsible for	Staff management to ensure that journalistic ethics and high standards of accuracy and professionalism are maintained at all times; Drive key projects and publications from conceptualisation to completion [brainstorming, commissioning, editing, writing and shaping web and publications content, as well as art directing print and digital publications from a content point of view]; Oversee the overall running of the newsroom and work closely with the senior writer in mentoring junior writers; Editing and proof reading all content [including web content and online and print publications such as annual reports, digital newsletters, fact sheets, brochures and other print and digital materials designed to promote UCT and its activities] to ensure accuracy and check for legalities in terms of permissions and other sensitive material that could compromise the image of UCT and its stakeholders; Liaising with other managers within CMD and the wider UCT community.
Amount and kind of supervision received	Senior Manager: Newsroom and Video Production, Deputy Director: Communication and Marketing Department
Amount and kind of supervision exercised	Newsroom Coordinator, Writers, Photographers and Vendors
Decisions which can be made	Some degree of decision making necessary, namely relating to own job, including daily allocations of work; controlling work flows; monitoring tracking systems; contracting freelancers, such as writers, editors, voice-over artists, photographers, graphic artists and designers; exercising judgement regarding publishable content and story leads, provided that these decisions do not have negative consequences for the Newsroom and Video Production Unit, the Communication and Marketing Department or UCT itself in terms of reputation, public perception and strategic importance, and are not in contravention of any of South Africa's laws.
Decisions which must be referred	Decisions to be referred include those that may have negative consequences for the Newsroom and Video Production Unit, the Communication and Marketing Department or UCT itself in terms of reputation, public perception and strategic importance. Decisions must be referred to the Senior Manager: Newsroom and Video Production, who may escalate queries to the Deputy Director: Communication and Marketing Department.

CONTACTS AND RELATIONSHIPS

Internal to UCT	Research Office; Properties and Services; Development and Alumni Department; Centre for Higher Education Development; faculties of Commerce, Engineering & the Built Environment, Health Sciences, Humanities, Law, Science; Graduate School of Business [specifically the communications managers]; Office of the Vice-Chancellor; Offices of the deputy vice-chancellors; Office of the Chief Operating Officer; Information and Communication Technology Services; Careers Service; Disability Service; Human Resources; Finance; Department of Student Affairs; UCT Libraries; Registrar's Office; Students' Representative Council
External to UCT	Freelance writers, designers, photographers, videographers, public relations companies, newspapers, media houses, online publications