

Communication and Marketing

The Communication and Marketing Department (CMD) creates and distributes a wide range of news and media content, handles crisis communication and facilitates the production and distribution of all executive communication. It coordinates university-wide events and manages stakeholder relations across campus on communication matters. The department also updates and maintains the university's main communication platforms in order to promote the University of Cape Town (UCT) and advance its strategic goals, with a focus on both internal and external audiences across South Africa, Africa and the globe.



CMD's comprehensive and integrated strategic marketing and communication programme includes:

- advertising ■ brand identity ■ promotional materials
- daily news ■ publications ■ videography ■ photography
- campus TV ■ media liaison ■ social media
- online communications (including websites)
- live streaming of events ■ event management
- strategic relationship building
- internal communication strategies.

The department is made up of five interrelated units:

- Newsroom and Video Production
- Media and Social Media
- Marketing and Stakeholder Relations
- Online Communications
- Executive Support.

"CMD plays an essential role in promoting the university and its strategic goals, both internally and among our various external stakeholders. Our sustained communication ensures regularly updated coverage of the focus areas underpinning the academic project: social responsiveness, excellence, transformation and sustainability. CMD is the main communication conduit of the executive, it conveys the voice of the PASS staff and remains a platform for celebrating the achievements of our students and academics, whether in research or in teaching and learning. Over the past two decades, I have come to rely absolutely on the professionalism, dedication and creativity of our increasingly diverse team of communication specialists."



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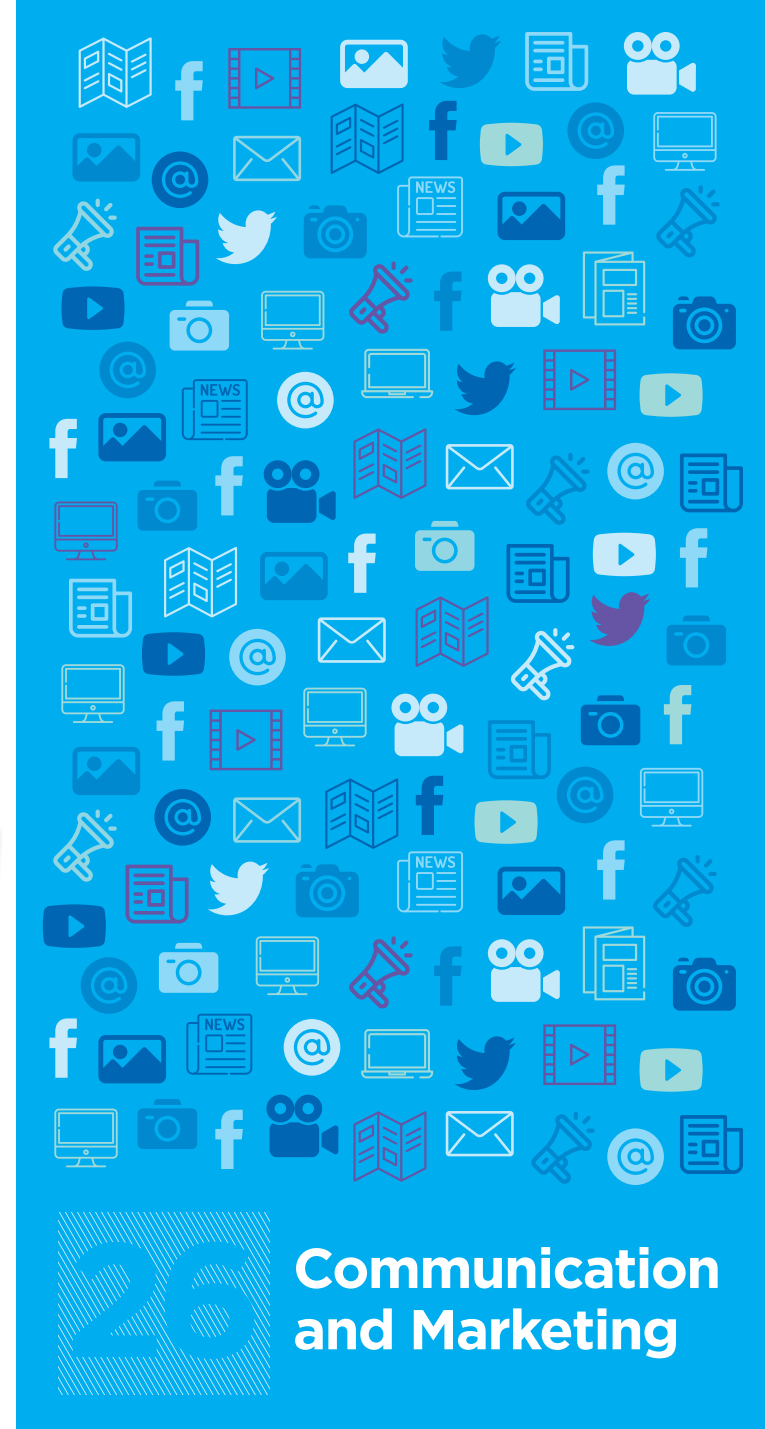


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Newsroom and Video Production

Whether it's crafted in writing, captured in photos or conveyed in video, the Newsroom and Video Production team produces creative and compelling news content that promotes the university among internal and external audiences. But more than this, the team brings life to the institution's many inspiring stories, revealing the people behind the achievements, focusing on the individuals who make the institution what it is – our students, researchers, academics, PASS staff and alumni.

The unit also produces a wide range of print and digital publications; manages content uploads and updates on the main UCT website and the news, staff and student sites; and curates content for the Campus TV platform.



Media Liaison and Social Media

The Media and Social Media unit works to profile UCT as a leading African university in local, national and international media. This includes publicising events, successes and innovations; writing and issuing targeted media releases; briefing journalists; responding to media and social media enquiries; and promoting UCT staff as expert commentators in both the media and social media.

The team also works closely with UCT's executive to release news and information to the university community and external audiences through traditional and social media.

The social media team keeps UCT's online community and external stakeholders up to date with the latest university news and campus communications through Facebook, Twitter, YouTube and LinkedIn. Connect with them on the official UCT social media channels – they'd love to hear from you!

<https://www.facebook.com/uct.ac.za>

https://twitter.com/UCT_news

<https://www.linkedin.com/school/university-of-cape-town/>



Marketing and Stakeholder Relations

The Marketing and Stakeholder Relations unit is responsible for developing and implementing a plan that engages with UCT stakeholders to ensure that they are aware of the university's initiatives and priorities. The unit's primary objective is to conceptualise, develop and implement strategies that engage on an ongoing basis with key internal and external stakeholders.

The team does this through integrated marketing and brand promotion campaigns, institutional events, coordinating high-level visits and advising on appropriate government and diplomatic protocols. The unit ensures that UCT's stakeholder relations programme is effectively communicated and synchronised across all faculties and departments of the university.



Online Communications

Online Communications manages UCT's four main websites – www.uct.ac.za, www.staff.uct.ac.za, www.students.uct.ac.za and www.news.uct.ac.za – including the information architecture, usability, tracking of statistics and technical support. Website support is also provided to other UCT website owners and content managers. In addition, the team manages the maintenance and development of the official UCT web content management system, and provides live streaming of many UCT events, including the annual graduation ceremonies.

The team also has web governance duties, such as exercising oversight for UCT's web presence and checking compliance with web policy, and is participating in UCT's web governance project.



Executive Support Unit

Members of the Executive Support Unit provide centralised administrative support to the rest of CMD and to the CMD executive. The team processes financial paperwork, deals with HR queries, manages building maintenance, ensures office equipment is in working order and keeps the office supplied with stationery, among many other responsibilities that keep the department functioning smoothly.