



UNIVERSITIES SOUTH AFRICA

TERMS OF REFERENCE FOR A JUNIOR COMMUNICATION CONSULTANT POSITION

1. BACKGROUND

Universities South Africa (USAf) is the representative organisation of South Africa's 26 public universities. USAf strives to create an optimal environment for universities to function effectively and efficiently. It promotes cohesive but diverse public universities in service of society, recognising the need for strong and effective universities in our current environment. The USAf Office, as a Secretariat, coordinates the engagements of its various groups to debate common challenges, share best practices and collaborate to ensure stronger public universities. USAf assembles experts from its member institutions and other entities in the broader (local and global) knowledge system, to collaborate on scholarly capacity building, research, and knowledge generation, and in collective response to sustainable development challenges that are both local and global in nature. Through this role, USAf seeks to strengthen and build South Africa's universities and demonstrate their value.

1.1. USAf's Strategic objectives

- 1.1.1. To be responsive to the national context within which universities operate to ensure an effective response to emerging trends for the benefit of universities, the Post-School Education and Training sector as a whole, and society;
- 1.1.2. To improve the sustainability of the universities, financially, environmentally and in terms of staffing, among others;
- 1.1.3. To advance transformative universities;
- 1.1.4. To advocate for universities through coordinating responses to common priorities and intervening to overcome challenges; and
- 1.1.5. To build a fit-for-purpose USAf through effective staffing, capacity development, financial sustainability and good governance practices.

1.2. Funding

As a non-profit organisation, Universities South Africa is mainly funded through membership fees for its general operations, and through donor grants for its flagship programmes. It therefore operates on a very lean staff complement, supplementing its human resources capacity by outsourcing specific functions to independent consultants.

2. PURPOSE

USAf is looking to commission the services of a junior Communication Consultant on a 12-month fixed contract from 1 January to 31 December 2024. The position is pitched at a Communication Officer level.

3. SCOPE OF WORK

In broad terms, the Communication Consultant is required to:

- 3.1. Contribute ideas towards promoting the Universities South Africa brand.
- 3.2. Support the Communication Manager in implementing USAf's strategic brand management through executing external and internal communication functions. Copy writing is central to this function.
- 3.3. Assume digital communication responsibility by maintaining the USAf website and social media platforms.
- 3.4. Assist with Internal / Employee communication by developing content for the USAf intranet and maintaining and managing the portal.
- 3.5. Advise on appropriate use and management of social media platforms such as LinkedIn, Facebook, and Twitter, and upholding the USAf brand by managing and maintaining USAf's stakeholder relations via social media.
- 3.6. Monitor and track the performance of USAf's digital communication platforms through use of Google Analytics or similar tools; draw strategic insights and recommend informed improvements.
- 3.7. Assist with administrative functions pertaining to communication management as and when required to do so.
- 3.8. Report to the Manager: Corporate Communication.

4. SKILLS REQUIREMENTS

The Consultant must possess a minimum of a bachelor's in journalism, Media Studies or Marketing with a strong writing orientation. They must demonstrate solid writing skills, a sharp news sense and competence in digital media analytics.

5. BUDGET

Universities South Africa will use the services of the Communication Consultant for a period of **12 months remunerated at a daily rate**, inclusive of applicable taxes. **The consultant will be required to submit an invoice accompanied by a timesheet** showing their daily duties. Remuneration will be made in accordance with the number of days worked, work delivered and documented in monthly reports.

6. LOGISTICS AND SCHEDULE OF ASSIGNMENT

6.1. Schedule and level of effort

This assignment will commence on **1 January 2024** and terminate on **31 December 2024**.

6.2. Facilities to be provided by Contracting Authority

The Communication Consultant is expected to work from their home, using their own reliable and well-functioning tools (desktop computer or laptop) and assume responsibility for their own data and telecommunications costs.

4.3 Project expenses and incidental expenditure

Universities South Africa will pay for travel and accommodation costs for all project-related work undertaken by the Communication Consultant. This includes administering all travel and

accommodation bookings related to USAf's assignments. USAf will also reimburse the Communication Consultant for small expenses incurred during travel, on receipt of a valid invoice.

7. REPORTING AND PERFORMANCE ASSESSMENT

- The Communication Consultant will work closely with, and report to the Manager: Corporate Communication. Liaison will take place either face-to-face, telephonically, via email or virtual meetings.
- Performance of the Communication Consultant will be evaluated on agreed plans and execution thereof.
- Monthly reports on work undertaken by the Communication Consultant will be submitted to the Manager: Corporate Communication; and
- The Communication Consultant will ensure an impeccable filing system that will enable easy tracking of their work for the duration of this assignment, and beyond.

8. CONTRACTING AUTHORITY

8.1. Contract management

The following contract management arrangements will apply:

- The Contracting Authority for the assignment will be Universities South Africa; and
- The Communication Consultant will be accountable to the Manager: Corporate Communication on all matters relating to the assignment.
- Monthly time sheets and reports will inform and accompany all monthly invoices.

9. CALL TO ACTION

Interested candidates may submit their applications **by close of business (16:00) on Wednesday, 22 November 2023**. Submissions must include a **cover letter**, a **quotation specifying a daily rate** in professional fees and a **CV including three contactable referees**. Applications received after the deadline will not be considered. USAf will limit further correspondence to short-listed candidates only. If you do not hear from us by 16:00 on Friday 24 November, consider your application unsuccessful.

NB: USAf reserves the right to not appoint if internal conditions change, for whatever reason.

Ms 'Mateboho Green
Manager: Corporate Communication
Universities South Africa
Hatfield -- Pretoria
Tel: 012-030-0653
E-mail: mateboho@usaf.ac.za

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