

# 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 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:

- Brand and Stakeholder Relations
- Media and Social Media
- News and Video Production
- Online Communications
- Operations Unit

"At CMD we partner with faculties and departments across our vibrant academy to make visible UCT's strategic Vision 2030, translating excellence, transformation, sustainability and social responsiveness into powerful impact stories. We work in support of the executive leadership to promote UCT's global standing, to profile our significant research contribution as well as the extraordinary teaching and learning experiences on offer here. Our students and staff members are central to these stories of excellence. We take seriously our responsibility to shape positive encounters with brand UCT, to safeguard our reputation and to continue the legacy of attracting the very best and brightest minds to UCT. I feel privileged to work with this team of passionate professionals, change agents and creative disruptors." #TogetherWeAreUCT.



### LIBO MSENGANA-BAM

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UNIVERSITY OF CAPE TOWN  
IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD

# 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 – our students, researchers, academics, PASS staff and alumni – who make the institution what it is.

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.

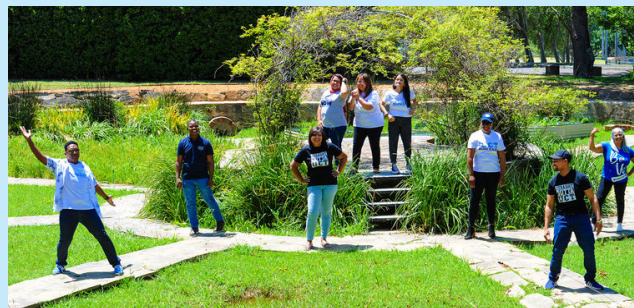
The team also works closely with UCT's executive to release news and information to the university community and external audiences through traditional and social media.

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://twitter.com/UCT_news)

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



## Brand and Stakeholder Relations

The Brand 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](http://www.uct.ac.za), [www.staff.uct.ac.za](http://www.staff.uct.ac.za), [www.students.uct.ac.za](http://www.students.uct.ac.za) and [www.news.uct.ac.za](http://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.



## Operations Unit

Members of the Operations Unit provide centralised administrative support to the rest of CMD and CMD executive support. The team handles the financial administration, deals with the HR administration, undertakes the facilities management, supports on health and safety for risk management, asset management, office logistics, event planning along with project coordination and has general oversight of the department's functionality.