## DEPARTMENT COMMUNICATION AND MARKETING: DIGITAL COMMUNICATION UNIT

## DIGITAL ECO SYSTEM

The Digital Communication Unit is the custodian of the institutional digital channels. Through content creation and management, exploratory data collection, statistical analysis, monitoring and reporting, the unit spearheads and collaborates on campaigns, projects, events, change communication, and digitalisation.

Projections and innovative ideas are also created, taking into account the everevolving technological world in order to keep up with the latest global trends within the marketing and communication industries. Technologies, strategies, and user feedback are identified and implemented to improve user interface and the holistic experience.







**Podcast RSS** General public, staff and students Apple Podcasts (Automated)

**Spotify** (Automated)

Google Podcasts (Automated)



## **MARKETING INTELLIGENCE**

Measurement and data (listening and analytics)



	content quality control	Videographers for recording and editing
	Social media specialist	(o) Videographers for LIVE livestream
		Service provider for drone footage and photos
d. How do we s	B	
Director	Support the head the department in achieving the departmental goals and strategy.	Make-up artists
Unit: Corporate Relations	Audio-visual support for Institutional events and stories. Upload stories written onto the different platforms.	Fi Audio-specialist for TV screens
Unit: Reputation,	Audio-visual support when needed. Watch-dog for branding on the digital platforms. Develop and manage branded video bookends and video brand approvals. Support in the development of the digital	Graphic and web designers
Brand and Marketing Management	brand guidelines and narrative implementation. Support with website content. Research and administration around the implementation of new platforms and changes to existing platforms. Assist in implementation of new platforms.	Website content writers
Unit: Internal Communication	Audio-visual support when needed. Research and administration around the implementation of new platforms and changes to existing platforms. Assist in implementation of new platforms. Upload content on the different digital platforms. Support Integrated campaigns.	UFS ICT services (Internal roleplayer)
Finance	Manage the two unit entities in collaboration with the financial officer.	UFS interpreters (Internal roleplayer)

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Staff in

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Photographers