

Position Description Form (PDF)

Temporary Assignment to February 2021

College: Sir Sandford Fleming

Incumbent's Name: VACANT

Position Title: Marketing & Communications Coordinator, Office of Applied Research Payband: H

Position Code/Number (if applicable): S00544

Scheduled No. of Hours: 35 hours per week

Appointment Type: 12 months Less than 12 months (please specify # months: _____)

Supervisor's Name and Title: Mary Lou McLean, Manager, Office of Applied Research

Completed by: Mary Lou McLean

Date: September 21, 2015

Revised: September 12, 2018

JEC Evaluation: 01 Oct 2015

Signatures:

Incumbent:
(Indicates the incumbent has read and understood the PDF)

Date:

Supervisor:

Date:

Instructions for Completing the PDF

1. Read the form carefully before completing any of the sections.
2. Answer each section as completely as you can based on the typical activities or requirements for the position and not on exceptional or rare requirements.
3. If you have any questions, refer to the document entitled "A Guide on How to Write Support Staff Position Description Forms" or contact your Human Resources representation for clarification.
4. Ensure the PDF is legible.
5. Responses should be **straightforward and concise using simple factual statements.**

Position Summary

Provide a concise description of the overall purpose of the position.

This position plans, creates, delivers and implements communication strategies to maintain the Office of Applied Research (OAR), Centre for Advancement of Water and Wastewater Technologies (CAWT), and Centre for Sustainable Municipalities' (CSM) media profiles through presentations, media relations, several web sites, social media, video, and various other collateral pieces such as brochures and annual reports. Builds a positive image of the OAR, CAWT, and CSM locally, provincially, nationally and internationally. Will liaise, as required, with the Marketing department to coordinate media activities.

This position plans, creates, and implements marketing and business development strategies for the CAWT and CSM to support the organizations' strategic business plans. The incumbent writes, designs, creates, and secures placement of printed advertisements, advertorials, and paid online marketing. The incumbent writes and prepares proposal applications to secure funding for applied research projects, applied research programs, and other funding opportunities for the College.

This role also creates and edits various types of technical, scientific and other written materials and documentation, develops and implements communication plans and processes to facilitate communication of OAR/CAWT/CSM initiatives and successes, and tracks metrics for all research projects.

This role supports the communications needs of the Associate Vice-President, Business Development, Applied Research, Government and Partner Relations, which may include the creation of presentations, speeches, briefings, backgrounders, reports, and other communications pieces.

Duties and Responsibilities

Indicate as clearly as possible the significant duties and responsibilities associated with the position. Indicate the approximate percentage of time for each duty. Describe duties rather than detailed work routines.

	Approximate % of time annually*
<p>1. External Communications Strategy and Execution</p> <ul style="list-style-type: none"> • Creates and implements communications strategies for the OAR/CAWT/CSM through consultation and liaison with external partners and internal clients. • Creates and/or edits written speech materials, corporate messages, institutional profiles, PowerPoint presentations, articles for industry/trade/specialist and community and government agency print publications. • Writes and/or edits news releases, quarterly newsletters, media supplements, fact sheets, and departmental promotional material. • Assists with preparation, writing, desktop publishing and/or editing of all OAR/CAWT/CSM scientific reports. • Assists with writing and editing of funding proposals for applied research projects. • Provides consultation to the Associate Vice-President Business Development, Applied Research, Government and Partner Relations (AV-P) and OAR/CAWT/CSM Managers regarding external communications and business development strategies. • Creates and delivers presentations to internal and external stakeholders. 	<p>45 %</p>

<ul style="list-style-type: none"> • Promotion and Business Development • Promotes awareness of the OAR/CAWT/CSM by researching opportunities, liaising with external partners, and representing Fleming College/OAR/CAWT/CSM at trade shows, conferences, and other networking events as well as through social media such as Twitter and Facebook. • Integrates these strategies with the college’s marketing strategy and liaises with the Marketing department, as needed. • Plans special events and conducts tours. • Responsible for design and production of all promotional materials of the OAR/CAWT/CSM including, but not limited to brochures, leaflets, annual reports, banners and backdrops. • Creates marketing collateral and advertisements for the OAR/CAWT/CSM and secures placement in appropriate venues (magazines, trade publications, online) • Participates in the development and creation of business development plans and strategies. Provides input and consultation at regular business development and planning meetings. • Assists with writing and editing of funding proposals for major applied research programs (such as NSERC TAC or OCE CARDF) and other Fleming College / Institutional funding opportunities (such as infrastructure grants). 	20%
<p>2. Metrics & Reporting Systems</p> <ul style="list-style-type: none"> • Responsible for tracking metrics of all research projects (college-wide) in a format that is easily transferrable to various media and for multiple reporting styles and requirements. This includes metrics on staffing, project deliverables, business opportunities and outcomes to satisfy funder requirements and for use in official annual surveys to ensure Research at Fleming is recognized and ranked appropriately against all other Canadian colleges. • Ensures the CAWT Customer Relationship Management (CRM) database is functioning properly, and that best practices are implemented and imparted on all staff using the Research shared drive. 	15%
<p>3. Website Design and Administration</p> <ul style="list-style-type: none"> • As sole administrator of the CAWT and CSM websites, this position is responsible for all design, administration and maintenance. • In addition to the CAWT website, the position is responsible for ensuring the OAR website is current, accurate, informative and relevant. 	15 %
<p>4. Other related duties as assigned</p>	5%

* To help you estimate approximate percentages:

½ hour a day is 7%

1 hour a day is 14%

1 hour a week is 3%

½ day a week is 10%

½ day a month is 2%

1 day a month is 4%

1 week a year is 2%

1. Education

A. Check the box that best describes the **minimum** level of **formal** education that is required for the

position and specify the field(s) of study. Do not include on-the-job training in this information.

- Up to High School
- 1 year certificate
- 2 year diploma
- Trade certification
- 3 year diploma / degree
- 4 year degree or 3 year diploma / degree plus professional certification
- Post graduate degree (e.g. Masters) or 4 years degree plus professional certification
- Doctoral degree

Field(s) of Study:

Business Communications, English, Marketing, Public Relations, Journalism or related discipline accompanied by several courses in Environmental (or Science) or related discipline

B. Check the box that best describes the requirement for specific course(s), certification, qualification, formal training or accreditation in addition to and not part of the education level noted above and in the space provided specify the additional requirement(s). Include only the requirement that would typically be included in the job posting and would be acquired prior to the commencement of the position. Do not include courses that are needed to maintain a professional designation.

- No additional requirements
- Additional requirements obtained by course(s) of a total of 100 hours or less
- Additional requirements obtained by course(s) of a total between 101 and 520 hours
- Additional requirements obtained by course(s) of a total of more than 520 hours

2. Experience

Experience refers to the minimum time required in prior position(s) to understand how to apply the techniques, methods and practices necessary to perform this job. This experience may be less than experience possessed by the incumbent, as it refers only to the minimum level required on the first day of work.

Check the box that best captures the typical number of year of experience, in addition to the necessary education level, required to perform the responsibilities of the position and, in the space provided, describe the type of experience. Include any experience that is part of a certification process, but only if the work experience or on-the-job training occurs after the conclusion of the educational course or program.

- Less than one (1) year
- Minimum of one (1) year
- Minimum of two (2) years
- Minimum of three (3) years

	<ul style="list-style-type: none">• Practical work experience in the marketing and/or communications field, using a wide variety of standard business software (spreadsheets, word processing, presentation software) as well as a variety of multi-media tools, including website administration and maintenance (WordPress, InDesign, Photoshop, Illustrator, etc.)• Excellent writing, proofreading and editing skills: ability to write for various audiences and purposes.• Significant experience writing for a scientific or technical audience• Excellent presentation, networking, and interpersonal skills; articulate, tactful.• Experience in media relations• Using a range of visual communication skills, experience creating digital media assets that include photography, video, graphic design, and web design.• Experience designing and maintaining websites, including tracking, compiling and analysing website usage data and developing or documenting style guidelines for web site content• Focused experience in using social media platforms and managing online communities• Experience researching and analyzing complex information and using critical thinking skills• Detail oriented with outstanding multi-tasking and organizational skills• Self-motivated, able to follow direction and meet short deadlines• Excellent critical thinking and problem-solving skills and able to exercise sound judgment• Ability to work independently or as part of a team• Able to work in a fast-paced, high demand environment with constantly changing priorities

3. Analysis and Problem Solving

This section relates to the application of analysis and judgement within the scope of the position.

The following charts help to define the level of complexity involved in the analysis or identification of situations, information or problems, the steps taken to develop options, solutions or other actions and the judgement required to do so.

Please provide up to three (3) examples of analysis and problem solving that are regular and recurring and, if present in the position, up to two (2) examples that occur occasionally:

	#1 regular & recurring
Key issue or problem encountered.	Contact person responsible for media enquiries, social media, and online communities, which often call for an immediate, diplomatic and detailed response to issues that may be of a sensitive nature.
How is it identified?	Inbound calls, emails, posts on social media (e.g. Facebook, Twitter), and attendance at events.
Is further investigation required to define the situation and/or problem? If so, describe.	Yes. Very quickly gathers information from a variety of sources both online and within the college. Considers technical and communications issues and investigates third party (or other educational institutions) responses to similar situations where possible to formulate an appropriate response and coordinate an appropriate spokesperson if required.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	Critical thinking is required as decisions may involve controversial or sensitive issues. Circumstances may be changing at a fast pace and there may be no precedent. The incumbent must determine who should respond and how much information can be released.
What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).	The senior OAR/CAWT/CSM leadership team, faculty and staff, students, past practices, college policy/guidelines, government legislation (Freedom of Information Act).

3. Analysis and Problem Solving

#2 regular & recurring

Key issue or problem encountered

Author a broad range of technical and non-technical written documentation, grant and funding proposals, reports, and materials for internal and external audiences that have varying backgrounds and expertise.

How is it identified?

Identified through either request from supervisor, request from AV-P, or through funding reporting requirement.

Is further investigation required to define the situation and/or problem? If so, describe.

Yes. Incumbent must research to gain an understanding of the intended audience and the subject matter and then tailor his/her writing accordingly. The incumbent is expected to create a document that meets the required objectives, follows guidelines, and uses an appropriate tone, lexicon, and style.

Proposals are peer-reviewed by experts in the field; complex scientific and technical concepts must be researched and grasped and details communicated accurately and effectively. The subject matters involved are wide ranging; proposals are written on behalf of the CAWT (water and wastewater), CSM (advanced technologies and asset management), OAR (a range of program-related subjects including aquaculture, community studies, and applied projects), and Fleming College funding initiatives (infrastructure, etc.). Providing a list of references / works cited used in the preparation of a document is often a requirement.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

The majority of the written material required is of a very technical and scientific nature (e.g. scientific reports, funding proposals) and the incumbent needs to assess the level of technical expertise of the intended audience and adjust the writing to align with the audience. Proposal writing must conform to requirements, be completed on a strict deadline, and be persuasive in nature.

Some of the writing is high profile (e.g. corporate messages, statements from college representatives, keynote speeches) and/or have broad distribution and exposure (e.g. community and government agency print publications, media releases). Awareness and understanding of the relevant issues, context, and audience are required when writing.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

Subject matter research would require use of internet and library research, scientific journals and publications, as well as discussions with College researchers and scientists.

Other sources may include the description of the deliverable in the funding agreement, the requirements set out in the non-disclosure with the industry partner (how much information to release to the public), policies and guidelines documents, and previous reports.

#3 regular & recurring

Key issue or problem encountered

Incumbent analyzes and reports on metrics for a number of sources and uses (Annual Research Surveys for funders, CICan, CAWT TAC Advisory Board meetings, presentations to the Fleming College Board of Governors meetings, etc.).

Coordinates, tracks, and compiles applied research metrics and KPIs (OAR/CAWT/CSM). Metrics include project information, project results, funding information, partner information, student involvement, and other applied research-related activities.

How is it identified?

Identified through external requests for metrics reporting, as well as from supervisor, CAWT/CSM management, or AV-P.

Is further investigation required to define the situation and/or problem? If so, describe.

Yes. The incumbent gathers and compiles the information from a variety of sources, including original proposal documents, spreadsheets, databases, and staff or senior leadership. Crosschecking, exporting/importing, and formatting of data from various sources is required.

The purpose and context of the reporting must be understood. Reports on metrics are for internal and external audiences and can have an effect on funding success, college rankings, and college reputation; understandability, accuracy and timeliness are all critical.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

Incumbent analyzes and interprets the request for information, then finds and pulls the correct data. Incumbent ensures that the data are accurate.

There could be different interpretations of a question on a survey, or follow-up by the requesting organization, therefore the incumbent would be required to justify their answer.

Strong organizational skills and attention to detail are critical. Diplomacy, strong interpersonal skills, writing/editing skills are needed for metrics gathering and reporting.

Certain metrics reports are visual (e.g. an infographic, chart, graph, or presentation slide); an understanding of the data and analysis is needed, as is creativity in order to produce a visual representation of the data.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

Incumbent would have access to data and files of the department as well as staff members with knowledge of the information required.

Microsoft Excel and PowerPoint, Adobe Illustrator and InDesign.

3. Analysis and Problem Solving

#1 occasional

Key issue or problem encountered

While monitoring web traffic and site analytics in an attempt to provide an accurate account of website metrics, user behaviour, and usability, the incumbent determines unusual web traffic.

How is it identified?

Using Google Analytics and Webmaster Tools, the incumbent would analyze trends in web activity. Through the incumbent's knowledge and familiarity with website traffic norms, the suspicious web activity and inconsistencies would come to light.

Is further investigation required to define the situation and/or problem? If so, describe.

Yes. Inaccuracies are identified by the incumbent and could be the result of several factors: internal traffic, ghost referrals, spam bots, poor usability, etc.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

Critical thinking and investigation is required to analyze the metrics as provided by Google Analytics and identify inaccurate information. The incumbent must map the sources of error and/or inaccuracies and determine the best way to mitigate or remove the problem

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

Historical website analytics records, internet research. Incumbent relies on own knowledge to find a solution.

#2 occasional

Key issue or problem encountered

Monitoring and updating Google Ad campaigns so that they maximize return on investment, target optimal key words, and achieve lead-generating goals.

How is it identified?

Using Google Advertisement and Analytics tools and keyword research, the incumbent would analyze ad performance and expenditures, recognizing areas for improvement.

Is further investigation required to define the situation and/or problem? If so, describe.

Yes. Advertisement performance and website traffic is monitored; during analysis, underperforming keywords or ads would require investigation and may require changes in approach.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

Incumbent would monitor Google Ad performance and web site traffic, analyzing ROI by computing pay-per-click rates, traffic, and leads generated.

The incumbent will need to perform keyword and SERP research (search engine results page) in order to identify the best keywords to target, and the best bid rates for those keywords.

Keyword choice is also based on the current business development and marketing goals of the CAWT/CSM; knowledge of those goals is necessary.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

Website analytics records, internet research, existing business and marketing plans. Incumbent relies on own knowledge and judgement to find a solution.

4. Planning/Coordinating

Planning is a proactive activity as the incumbent must develop in advance a method of acting or proceeding, while coordinating can be more reactive in nature.

Using the following charts, provide up to three (3) examples of planning and/or coordinating that are regular and recurring and, if present in the position, up to two (2) examples that occur occasionally:

#1 regular & recurring

List the project and the role of the incumbent in this activity.

Develops overall marketing and communications strategies and plans for the OAR, CAWT, and CSM. Carries out the planned tactics and activities; creates all marketing materials (e.g. advertisements, social media posts, media releases).

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Sound knowledge of marketing and communications principles.
 The incumbent will collect information from a number of different sources and using a variety of methods, including: consultation with internal clients and external partners, gathering institutional data, and researching best practices and key trends.
 Project coordination principles including understanding of timelines, deliverables, and project dependencies.
 Understanding of brand-building, visual identity, and working within a brand identity.
 Writing and editing skills, design and creation skills.

List the types of resources required to complete this task, project or activity.

OAR/CAWT/CSM senior leadership and staff, researchers, past practices, internet research, archived data. Established standards and guidelines.
 Internet, email, Microsoft Office, WordPress, InDesign, Photoshop, printing resources.

How is/are deadline(s) determined?

Deadlines determined by the incumbent's plan in consultation with the OAR/CAWT/CSM senior leadership and AV-P.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Senior OAR/CAWT/CSM leadership and incumbent would make changes in consultation with each other. Leadership would have final decision.

4. Planning/Coordinating

#2 regular & recurring

List the project and the role of the incumbent in this activity.

Participates in the development and creation of business development plans and strategies for the CAWT and CSM. Regularly attends and participates in business development, planning, and operations meetings for the OAR, CAWT, and CSM. Provides key insights, strategic input, consultation, and expertise in marketing, communications, public relations, and effective proposal writing.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Awareness and understanding of business development, marketing, and communication avenues to determine the best potential option for promotion/dissemination.

Considers suitability of options with respect to target market profiles, market segments, stakeholders, existing partner relationships, and various technical platforms.

Requires strategic and big-picture thinking. Requires keen sense of best practices in business management and communications.

Ability to create accurate timelines and deadlines.

List the types of resources required to complete this task, project or activity.

Strategic documents such as the OAR/CAWT/CSM Marketing and Communications Plans, Business Development Plans, TAC Proposal, Fleming College Strategic Mandate Agreement, etc.

Internet, email, Microsoft Office.

How is/are deadline(s) determined?

Deadlines are determined by the incumbent, senior OAR/CAWT/CSM leadership, and the AV-P. Leadership would have final decision.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Senior OAR/CAWT/CSM leadership and incumbent would make changes in consultation with each other. Leadership would have final decision.

#3 regular & recurring

List the project and the role of the incumbent in this activity.

Plans, designs, creates, and writes content for the OAR, CAWT, and CSM websites and social media.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Planning and coordinating skills; creation of an editorial calendar.

Online community management.

Creative mindset, design and creation skills. Web authoring (WordPress, HTML, CSS, etc.) abilities. Graphic design, editing of photos, graphics, and videos. Strong writing/editing skills.

List the types of resources required to complete this task, project or activity.

WordPress, website authoring tools. Graphic and photo design programs (Adobe InDesign, Photoshop, Illustrator).
Cameras. Photo and other digital graphic assets.
Internet, email, Microsoft Office.
OAR/CAWT/CSM Marketing and Communications Plans, Business Development Plans.
Best practices of other institutions, web trends.

How is/are deadline(s) determined?

Final deadlines are determined by the Manager, OAR; however, interim timelines are determined by the incumbent.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Senior leadership of the OAR/CAWT/CSM determines in consultation with the incumbent any changes to the website. For example, the incumbent would provide a final version of a webpage to the Manager before it is released and they would determine if any changes were necessary.

Incumbent independently posts on social media. Incumbent or Manager may decide after posting to make changes.

4. Planning/Coordinating

#1 occasional

List the project and the role of the incumbent in this activity.

Plans events to promote the OAR/CAWT/CSM (e.g. attendance at trade shows or conferences) or VIP events (e.g. Minister's visit/announcement).

Role includes booking the conference, creating a visual presence (including creation of booth materials such as a backdrop, banners and signs, marketing materials, sign up sheets, conference giveaways, brochures), and attending.

For special VIP events, incumbent would prepare an invite list, prepare and send out invitations, draft and release media release (if required), book facility tour, book location of announcement, create agenda, confirm attendees, prepare handouts and brochures, prepare Power Point presentation.

Incumbent is also responsible for photography/video and social media coverage of the events.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Sound knowledge of project coordination principles including understanding of timelines, deliverables, project dependencies, keeping a team on task (if several employees attending). In addition, ability to plan travel time, , network with potentially new business contacts. If the incumbent was attending alone, the incumbent would be self directed.

Diplomacy, knowledge of proper VIP protocol, strong interpersonal skills, writing/editing skills, time management, tracking, and follow up skills

List the types of resources required to complete this task, project or activity.

Design software such as InDesign, Photoshop, Illustrator, conference guidelines, Fleming expense guidelines, external funding guidelines,

Knowledge of VIP protocol. The incumbent is required to create new material for each visit or event as each is distinct. The incumbent would act as “Floor Director” on the day of the event and also have access to other staff in the OAR/CAWT/CSM to assist with planning and execution. The incumbent would communicate with the staff on the day of the event to ensure everyone is aware of where they need to be

How is/are deadline(s) determined?

The day of the event is often determined by the conference or the VIP’s office, however the deadlines for own work leading up to the event are determined by the incumbent in conjunction with their supervisor. The incumbent would be required to set deadlines to have materials printed, conference giveaways purchased, obtain insurance, arrange for electrical service (at booth), provide insurance, rent car.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

The VIP and/or senior College leadership determine if the date/agenda changes however, the incumbent has autonomy to change details of the event, such as hospitality, event location, recommending staffing resources.

#2 occasional

List the project and the role of the incumbent in this activity.

Fulfilling external requests for participation in video and photo shoots. The incumbent leads the project, including finalizing the schedule, securing participation from appropriate staff, writes a script or speaking notes, and ensures the shooting location is in a suitable state (clean, proprietary information and technologies covered by non-disclosure agreements aren’t shown).

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Sound knowledge of project coordination principles. Ability to organize multiple stakeholders and contributors in real-time.
 Knowledge of media relations best practices and ability to provide training to participants. Ability to direct others during shooting.

List the types of resources required to complete this task, project or activity.

Sound knowledge of the OAR/CAWT/CSM projects, partners, location, staff, brand identity, and strategic objectives. Knowledge of agreements (including NDA) with project partners.

Microsoft Word

Suitable locations and personnel.

How is/are deadline(s) determined?

External requests often have a preferred timeline. The incumbent, in consultation with OAR/CAWT/CSM leadership may also determine timelines and deadlines.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

The incumbent presents the plan and speaking notes in advance to the Manager, OAR. Changes (such as selection of spokesperson, location, prepared script) are determined in consultation with the incumbent.

5. Guiding/Advising Others

This section describes the **assigned responsibility** of the position to guide or advise others (e.g. other employees, students). Focus on the actions taken (rather than the communication skills) that directly assist others in the performance of their work or skill development.

Though Support Staff cannot formally "supervise" others, there may be a requirement to guide others using the incumbent's job expertise. This is beyond being helpful and providing ad hoc advice. It must be an assigned responsibility and must assist or enable others to be able to complete their own tasks.

Check the box(es) that best describe the level of responsibility assigned to the position and provide an example(s) to support the selection, including the positions that the incumbent guides or advises.

Regular & Recurring	Occasional	Level	Example
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Minimal requirement to guide/advise others. The incumbent may be required to explain procedures to other employees or students.	Regular guidance provided to OAR/CAWT/CSM employees and students regarding branding guidelines and communications with partners and external entities.

<input type="checkbox"/>	<input type="checkbox"/>	There is a need for the incumbent to demonstrate correct processes/ procedures to others so that they can complete specific tasks.	
X	<input type="checkbox"/>	The incumbent recommends a course of action or makes decisions so that others can perform their day-to-day activities	<p>Based on knowledge/expertise with communications/writing/media:</p> <ul style="list-style-type: none"> - Advises the Leaders of OAR/CAWT/CSM on appropriate content for various written material. - Advises the Leaders of OAR/CAWT/CSM on business development activities. - Makes edits to various written materials so that the authors can complete and submit final versions. - Recommends the best course of action for handling media issues. - Guides and advises OAR/CAWT/CSM and other college staff by preparing speaking notes, backgrounders, speeches and presentations.
<input type="checkbox"/>	<input type="checkbox"/>	The incumbent is an active participant and has ongoing involvement in the progress of others with whom he/she has the responsibility to demonstrate correct processes/procedures or provide direction.	
<input type="checkbox"/>	<input type="checkbox"/>	The incumbent is responsible for allocating tasks to others and recommending a course of action or making necessary decisions to ensure the tasks are completed.	

6. Independence of Action

Please illustrate the type of independence or autonomy exercised in the position. Consideration is to be given to the degree of freedom and constraints that define the parameters in which the incumbent works.

What are the instructions that are typically required or provided at the beginning of a work assignment?	
Regular and Recurring	Occasional (if none, please strike out this section)

This position is expected to work very independently on activities and projects. Examples where incumbent is given instruction would include receiving instructions from either the VP or Managers, as simply as:

- Create a new brand
- Increase social media activity
- Attend meeting with the partner and then write a funding proposal based on what was discussed at the meeting
- Write some success stories about projects
- Create some promotional material for an upcoming conference
- Write a business plan for a particular service we offer
- organize an event (Minister's visit, etc.)

Very few other instructions are given, if it all, in most cases.

In all examples, the incumbent is expected to create/write/design/organize all of the above with limited direction.

Incumbent has significant freedom to develop and plan to support project activities and materials, to determine deadlines, and act independently without supervision.

Works to broad expectations, which are modified and negotiated over the course of events. These expectations are developed in consultation with the OAR/CAWT/CSM Leadership Team.

What rules, procedures, past practices or guidelines are available to guide the incumbent?

Regular and Recurring

Occasional (if none, please strike out this section)

College policies & procedures

Marketing proposals

Samples of previous funding proposals, news releases, articles, corporate message copy, etc.

How is work reviewed or verified (eg. Feedback from others, work processes, Supervisor)?	
Regular and Recurring	Occasional (if none, please strike out this section)
Frequency of work being checked varies from rarely (e.g. social media posts) to checked upon completion (short writing assignments). Work would be reviewed by the Manager, Applied Research or other managers, as needed.	
Final drafts are approved by the Manager, Applied Research or designate	

Independence of Action

Describe the type of decisions the incumbent will make in consultation with someone else other than the Supervisor?	
Regular and Recurring	Occasional (if none, please strike out this section)
Edits to complex scientific and technical writing for scientific reports and funding proposals are reviewed to the AV-P, CAWT/CSM Manager, or Research Scientists.	Choosing software, such as CRM. Incumbent would do initial research and compile recommendations
Shared drive structure	Corporate marketing & communications staff (example: vetting news release)
Content for success stories and surveys with OAR/CAWT/CSM research staff and with external partners	Content for grant and funding proposals that originate outside of the CAWT/CSM or OAR.

Describe the type of decisions that would be decided in consultation with the Supervisor.	
Regular and Recurring	Occasional (if none, please strike out this section)

<p>Content for “high profile” written material</p> <p>Priority setting</p> <p>Deadlines for content, events, etc.</p>	<p>Social media negative or sensitive responses</p> <p>Final design and creation of posters, logos and other advertisements.</p> <p>Research and sourcing promotional materials (giveaways)</p> <p>Final branding design and visual identity of the CAWT and CSM brands.</p> <p>Budget for paid advertisements (print or online).</p>
---	---

<p>Describe the type of decisions that would be decided by the incumbent.</p>	
<p>Regular and Recurring</p>	<p>Occasional (if none, please strike out this section)</p>
<p>Web page updates and social media posts</p> <p>Appropriate content and format of various writing assignments</p> <p>Edits to writing completed by others</p> <p>Appropriate response to common, recurring or non-sensitive inquiries</p> <p>Using a range of visual communication skills, creates digital media assets that include photography, video, graphic design, and web design</p> <p>Choose new social media tools and platforms such as signing up for Google, Google Plus, LinkedIn, SlideShare and YouTube</p> <p>Timelines for “marketing blasts”</p> <p>Monthly team meeting Communications presentation content</p> <p>Google Advertisement content, keywords, and frequency.</p>	<p>Planning of special events</p> <p>Design and content of marketing material and tradeshow signs and banners.</p>

7. Service Delivery

This section looks at the service relationship that is an assigned requirement of the position. It considers

the required manner in which the position delivers service to customers. It is not intended to examine the incumbent's interpersonal relationship with those customers and the normal anticipation of what customers want and then supplying it efficiently. It considers how the request for service is received and the degree to which the position is required to design and fulfil the service requirement. A "customer" is defined in the broadest sense as a person or groups of people and can be internal or external to the College.

In the table below, list the key service(s) and its associated customers. Describe how the request for service is received by the incumbent, how the service is carried out and the frequency.

Information on the service		Customer	Frequency (D, W, M, I)*
How is it received?	How is it carried out?		
News releases	Compile, write and edit news releases for posting on the Fleming web site, distribution, and social media	Media, local government and community groups	W
Requests for media relations (from media or internal clients seeking advice)	Respond to or initiate phone calls or emails	Executive leaders, faculty, staff and students	I
Newsletters	Compile, write and edit stories for quarterly CAWT newsletter	Water industry (provincial, national and international)	Quarterly
Email/phone inquiries	Respond personally or forward to the appropriate person to respond	Prospective industry partners	W
Requests/response to social media issues (from media or internal clients seeking advice)	Respond to or initiate phone calls, emails, posts or tweets	Internal staff and external partners	W

Support Staff PDF

Write content and edit various scientific written documentation for accuracy	Write and edit content for various documentation (proposals, reports, newsletters, etc.) The incumbent meets with the internal staff to ask questions and get a better understanding of the project details/outcomes. This information would then be used to ensure accurate details and messages are reflected in the final written documentation.	Scientists, funders, lab staff, Fleming College leaders	D
Assist with the writing of technical and scientific documentation (e.g. reports, funding proposals)	Write and edit content	Scientists, lab staff, managers	D
Prepare PowerPoint presentations (to be delivered by the AV-P, Scientists, or Managers) for various meetings and conferences	This incumbent will meet with the managers or AV-P to discuss needs and gain a thorough understanding of the desired outcome. S/he will then prepare a draft presentation which is reviewed and discussed further with manager/AV-P before final editing is completed.	Managers, AV-P, Scientists	M
Written quarterly report (in combination with PowerPoint presentation).	Compile, write and edit report. Prepare and present metrics and KPIs. Meet with the AV-P and the OAR and CAWT Managers to finalize the report. Prepare accompanying presentation for quarterly meeting.	NSERC TAC Advisory Board, NSERC Administrators, Fleming College Leaders	Quarterly

* D = Daily W = Weekly M = Monthly I = Infrequently

8. Communication

In the table below indicate the type of communication skills required to deal effectively with others. Be sure to list both verbal (e.g. exchanging information, formal presentations) and written (e.g. initiate memos, reports, proposals) in the section(s) that best describes the method of communication.

Communication Skill/Method	Example	Audience	Frequency (D, W, M, I)*
Exchanging routine information, extending common courtesy	Coordination of content for website/social media and/or print media pieces	OAR/CAWT/CSM Leaders	D
	Responding to social media inquiries/posts	Public	D
	Respond to media inquiries	Media	M
	Provides information about the CAWT during tours and during special events	Industry partners, funding partners, public	W
Explanation and interpretation of information or ideas	Promotes the OAR/CAWT/CSM at trade shows, conferences and other networking events	General public and potential industry partners	M
	Coordination and advice on media and social media issues and works to reach agreement on message to be conveyed; information may be confidential	OAR/CAWT/CSM Leaders	W
	Prepares and delivers formal presentations.	Industry partners, public, special guests, NSERC TAC Advisory Board, College Leaders, College staff, staff of the OAR/CAWT/CSM	M

Support Staff PDF

Imparting technical information and advice	Provides media relations advice	AV-P, Manager Applied Research	M
	Assists with the writing and editing of funding proposals and scientific reports	Funding agencies, Research Scientists, OAR/CAWT/CSM Leaders, College Leaders	D
	Writes articles, speeches, media supplements, backgrounders, news releases, etc. translating technical information, as needed into easy-to-understand language	Industry/trade specialists, community, government agencies, OAR/CAWT/CSM Leaders, College Leaders	W
	Recommend and advise on overall communication strategies for OAR/CAWT/CSM; discusses and provides communications advice on projects.	OAR/CAWT/CSM Leaders	W
Instructing or training			

<p>Obtaining cooperation or consent</p>	<p>The position is expected to work/negotiate with national water magazines, as well as local economic development agencies around things like advertorials, news pieces and articles. For example, in the past this position negotiated a deal with Water Canada magazine to get a discounted rate for paid advertising and also got them to put an ad in their e-newsletter gratis. Incumbent was also involved in discussions for putting together an advertorial that represented several stakeholders and ensuring the CAWT (and Fleming) got a fair share of the coverage and paid their fair share. In the end, the CAWT ended up with the most photos on the piece and two logos printed.</p>	<p>Industry and funding partners</p> <p>Media companies, industry partners</p>	<p>I</p> <p>I</p>
<p>Negotiating</p>			<p>I</p>

* D = Daily W = Weekly M = Monthly I = Infrequently

9. Physical Effort

In the tables below, describe the type of physical activity that is required on a regular basis. Please indicate the activity as well as the frequency, the average duration of each activity and whether there is the ability to reduce any strain by changing positions or performing another activity. Activities to be considered are sitting, standing, walking, climbing, crouching, lifting and/or carrying light, medium or heavy objects, pushing, pulling, working in an awkward position or maintaining one position for a long period.

Physical Activity	Frequency (D, W, M, I)*	Duration			Ability to reduce strain		
		< 1 hr at a time	1 - 2 hrs at a time	> 2 hrs at a time	Yes	No	N/A
Sitting at a computer	D		X		X		
Medium lifting – lifting and carrying promotional material	I	X			X		
Shooting pictures and video in a variety of settings – indoor and outdoor	W	X			X		

* D = Daily W = Weekly M = Monthly I = Infrequently

If lifting is required, please indicate the weights below and provide examples.

Light (up to 5 kg or 11 lbs)

Medium (between 5 to 20 kg or 11 to 44 lbs)

Heavy (over 20 kg or 44 lbs)

Camera equipment

Boxes of promotional materials and displays at off-site conferences/events

10. Audio Visual Effort

Describe the degree of attention or focus required to perform tasks taking into consideration:

- the audio/visual effort and the focus or concentration needed to perform a task and the duration of the task, including breaks (eg. up to 2 hours at one time including scheduled breaks)
- impact on attention or focus due to changes to deadlines or priorities
- the need for the incumbent to switch attention between tasks (eg. multi-tasking where each task requires focus or concentration)
- whether the level of concentration can be maintained throughout the task or is broken due to the number of disruptions

Provide up to three (3) examples of activities that require a higher than usual need for focus and concentration.

Activity #1	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Interpret and consolidate information in order to write/post with a consistent, appropriate, accurate and fresh approach	D		X	
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <ul style="list-style-type: none"> <input type="checkbox"/> Usually <input checked="" type="checkbox"/> No Incumbent works in an open common area that is shared with many other CAWT laboratory staff. Constant interruptions and distractions. 				

Activity #2	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Edit written scientific and technical documentation for accuracy	D		X	
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <ul style="list-style-type: none"> <input type="checkbox"/> Usually <input checked="" type="checkbox"/> No Incumbent works in an open common area that is shared with many other CAWT laboratory staff. Constant interruptions and distractions. While doing this work the incumbent is typically editing and transferring the writing to an InDesign format that is single license software (InDesign and Illustrator). This software is only installed on the desktop therefore, they cannot move to a quieter location. 				

Activity #3	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Assists with scientific and technical writing	D		X	

Can concentration or focus be maintained throughout the duration of the activity? If not, why?

Usually

No Incumbent works in an open common area that is shared with many other CAWT laboratory staff. Constant interruptions and distractions. While doing this work the incumbent is typically editing and transferring the writing to an InDesign format, that is single license software (InDesign and Illustrator). This software is only installed on the desktop therefore they cannot move to a quieter location.

* D = Daily W = Weekly M = Monthly I = Infrequently

11. Working Environment

Please check the appropriate box(es) that best describes the work environment and the corresponding frequency and provide an example of the condition.

Working Conditions	Examples	Frequency (D, W, M, I)*
<input checked="" type="checkbox"/> acceptable working conditions (minimal exposure to the conditions listed below)		D
<input type="checkbox"/> accessing crawl spaces/confined spaces		
<input type="checkbox"/> dealing with abusive people		
<input type="checkbox"/> dealing with abusive people who pose a threat of physical harm		
<input type="checkbox"/> difficult weather conditions		
<input type="checkbox"/> exposure to extreme weather conditions		
<input type="checkbox"/> exposure to very high or low temperatures (e.g. freezers)		
<input type="checkbox"/> handling hazardous substances		
<input checked="" type="checkbox"/> smelly, dirty or noisy environment	Exposure to offensive smells (pungent wastewater) and chemicals when entering the CAWT Laboratory to take pictures, conduct tours and interact with staff and Scientists. Exposure to dirty environment at the CAWT pond. (approx. 40 minutes per week total)	W
<input checked="" type="checkbox"/> travel	Travel – regional and national (partner consultations, trade shows, conferences) - national – approximately 1 time per year for 1-2 days; regional – approximately 3 times per year for 1-2 days	I
<input type="checkbox"/> working in isolated or crowded situations		
<input type="checkbox"/> other (explain)		

* D = Daily M = Monthly W = Weekly I = Infrequently