

Position Description Form (PDF)

College: Sir Sandford Fleming

Incumbents' Names: Vacant

Position Title: Public Relations Officer, SSM

Payband: H

Position Code/Number (if applicable):

Scheduled No. of Hours 37.5

Appointment Type: FULL TIME 12 months _____ less than 12 months

Supervisor's Name and Title: Shanthi Rajaratnam, Director Workforce Development

Completed by: Shanthi Rajaratnam

PDF Date: March 2020

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.

Responsible for developing and implementing a communications and media relations strategy and supporting plans for SSM, targeted at enhancing community awareness, engagement and understanding of employment services. Provides support for internal communications requirements. Key point of contact for employer engagement.

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. Communications Planning and Execution</p> <ul style="list-style-type: none"> - Works with leadership team on the development of a communications, engagement and public relations strategies - Develops initiative-specific communications and media relations plans - key messages, materials and collateral, identification of outlets and vehicles - Ensures branding standards are maintained - Develops creative concepts and writes copy - Develops and manages social media and web presence and content - Ensures consistent regional messaging 	<p>30%</p>

<p>2. Employer Relations</p> <ul style="list-style-type: none"> - Acts as primary point of contact for employer enquiries providing key messaging and information upon request and redirecting to other SSM staff as appropriate. - Oversees the integrity and functionality of the employer contact database - Distributes employer communication materials to Service Providers and other community organizations throughout the region. 	<p>30%</p>
<p>3. Media Relations</p> <ul style="list-style-type: none"> - Creates and implements strategies to maintain the SSM's media profile in consultation with the Office of the President - Provides counsel/training to others for media relations - Monitors and tracks media mentions, to identify, assess and prepare for any impact on the College's image - Writes and develops media materials (media advisories, media releases, public service announcements, agendas, backgrounders, etc.) 	<p>15%</p>
<p>4. Event Planning and Management</p> <ul style="list-style-type: none"> - Creates and/ or participates in events supporting community employment services across a range of populations and sector - Serves as representative at other community events - Creates, sends out and organizes invitations and agendas - Organizes all required logistics including participation in set up / take down of events 	<p>15%</p>
<p>5. Analysis and Reporting</p> <ul style="list-style-type: none"> - Develops performance metrics for measuring impact of communications and media relations activities - Implements plans and assess outcomes - Provides reports including recommendations to leadership team 	<p>5%</p>
<p>6. Administration</p> <ul style="list-style-type: none"> - Develops annual operational budget, tracks and reports on an on-going basis - Determines requirement for contract services support and arranges for procurement - Provides direction and oversight to third party agencies / organizations supporting events, communications and media relations 	<p>5%</p>

* 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:

Public relations, journalism, communications

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

Minimum of five (5) years

Minimum of eight (8) years

	Experience in media relations, marketing and corporate communications, social media or other digital content writing and production Experience preparing and delivering messages and presentations Experience using new media technologies Experience managing budgets and tendering processes

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.	Front line spokesperson for media enquiries, 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 or attendance at special events.
Is further investigation required to define the situation and/or problem? If so, describe.	Gathers information from a variety of sources to formulate an appropriate response and coordinate response
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. 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)? (e.g. past practices, established standards or guidelines).	Leadership team and staff, past practices, policy/guidelines, government legislation

3. Analysis and Problem Solving

#2 regular & recurring

Key issue or problem encountered	Generating interest about the employment services and programs
How is it identified?	Core essence of the job – baseline is to continually increase awareness, understanding and use of programs and services
Is further investigation required to define the situation and/or problem? If so, describe.	Must determine current state and develop strategy to increase interest and assess why interest is low – determine key drivers that can be leveraged
Explain the analysis used to determine a solution(s) for the situation and/or problem.	Critical thinking and analysis Market scans and research Formal surveys
What sources are available to assist the incumbent finding solution(s)? (e.g. past practices, established standards or guidelines).	Past practices and materials used previously; best practices identified by other organizations

#3 regular & recurring

Key issue or problem encountered	Developing and implementing successful events to support the image, reputation and use of employment programs and services
How is it identified?	Understanding issues and challenges of programs and identify events that will promote and enhance SSM and its partners
Is further investigation required to define the situation and/or problem? If so, describe.	Need for understanding of root cause of a specific issues such as lack of awareness, lack of participation, belief that programs and services are not successful
Explain the analysis used to determine a solution(s) for the situation and/or problem.	Critical thinking and analysis Market scans and research Formal surveys.
What sources are available to assist the incumbent finding solution(s)? (E.g. past practices, established standards or guidelines).	Past practices and materials used previously; best practices identified by other organizations.

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 long-term, external communications plans and strategies.

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

Planning involves consultation, research, development, implementation and coordination
Ability to stay on task and meet established deadlines
Diplomacy, strong interpersonal skills, writing/editing skills

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

Members of the college community
Established standards and guidelines
Best practices of other institutions

How is/are deadline(s) determined?

Deadlines are determined by program leaders and may be influenced by external market conditions

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.

Incumbent is expected to develop options and provide recommendations to the Director

4. Planning/Coordinating

#2 regular & recurring

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

Special event planning for media announcements, funding or partnership announcements

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

Team work, budget management, multi-tasking, risk analysis, communication, presentation skills, negotiating skills

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

Internal and external creative and production suppliers
Financial
Logistics

How is/are deadline(s) determined?

Dates of events determine the overall workback schedule
creative and production timelines are managed accordingly

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.

Incumbent is expected to develop options and provide recommendations to the Director

#3 regular & recurring

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

Develop and implement a marketing plan to launch a new program or service

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

Incumbent provides expertise by writing the plan, and must be able to coordinate and integrate all aspects of the plan. This involves breaking the work plan into smaller pieces, such as determining media to be used, suppliers, setting a schedule, establishing a budget, developing advertising concepts, writing copy, monitoring the plan progress, obtaining approvals from clients.

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

Based on the plan, determines if additional resources such as external suppliers are needed.

How is/are deadline(s) determined?

Overall deadline is determined broader program strategy. Incumbent determines individual deadlines for specific pieces of the plan to ensure broader deadline is achieved.

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.

Incumbent makes necessary adjustments if required, identifies and informs others who may be impacted by changes.

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.	Media training for staff Guide and advise staff on media relations (how best to respond to media inquiries, writing speaking notes, developing Q&As, etc.).
<input type="checkbox"/>	<input checked="" type="checkbox"/>	There is a need for the incumbent to demonstrate correct processes/ procedures to others so that they can complete specific tasks.	
<input type="checkbox"/>	<input type="checkbox"/>	The incumbent recommends a course of action or makes decisions so that others can perform their day-to-day activities.	
<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

Broad guidelines related to key messages, available budget and desired timeframe. Incumbent works with minimum supervision and makes decisions within the scope of the position's expertise.

Occasional (if none, please strike out this section)

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

Regular and Recurring

Guidelines of each project's overall budget expected outcome measures and date of delivery. Brand standards, historical budget costs are available. Writing samples of previous news releases, articles, citations, and corporate message copy are available.

Occasional (if none, please strike out this section)

How work is reviewed or verified (e.g. feedback from others, work processes, Supervisor)?

Regular and Recurring

Work that is for publication is reviewed with the Director, or with key spokespersons involved on a particular issue or if it is of a complex nature, to make sure the message is conveyed and that technical or complicated information is accurate and comprehensible.

Strategic communications projects (both external and internal) may be reviewed by report, by memorandums, e-mail or by discussion, while the work is in progress or upon completion, depending upon the need for consultation or advice.

Work in progress is usually completed autonomously.

Occasional (if none, please strike out this section)

6. 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)

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)
Key messages for press release / other stakeholder interactions where issues are sensitive	

Describe the type of decisions that would be decided by the incumbent.	
Regular and Recurring	Occasional (if none, please strike out this section)
The creation of effective public and media relations activities. Planning and execution of events	

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 release request from Director / and or need identified by incumbent	- Drafts prepared for review - email and/or post on appropriate sites	Media, local government and community groups, college community	M
Media Planning identified through discussions, meetings --	- Draft plan is developed and reviewed - Supporting materials developed with opportunity for review and input by key stakeholders	Program leaders	M
Event planning – most often identified as part of annual planning, may also be ad hoc based on, for example, unexpected funding opportunity	- Plans are developed - Potential for third party service providers -- retain and provide direction and oversight	Community stakeholders In employment programs	M

* 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	Attending planning meetings Logistic information to support events	Colleagues	D
Explanation and interpretation of information or ideas	Serving as spokesperson or key author for written press releases and other materials	Broad external community / stakeholders	M
Imparting technical information and advice			
Instructing or training	Provision of expertise to others in media relations	Other staff	I
Obtaining cooperation or consent	Working with others to gain / develop alignment on key messages and supporting media strategies or event planning	Other staff	W
Negotiating			

* 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
Lifting small quantities of boxed printed materials at events	I	X			X		
Walking	D	X			X		
Sitting at computer and talking on telephone for prolonged periods	D			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)

boxes

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 (e.g. 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 (e.g. 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
Reading, writing, editing material	D		X	
Can concentration or focus be maintained throughout the duration of the activity? If not, why?				
<input checked="" type="checkbox"/> Usually <input type="checkbox"/> No				

Activity #2	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Speaking as spokesperson - attentive to questions	M	X		
Can concentration or focus be maintained throughout the duration of the activity? If not, why?				
<input checked="" type="checkbox"/> Usually <input type="checkbox"/> No				

Activity #3	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Can concentration or focus be maintained throughout the duration of the activity? If not, why?				
<input type="checkbox"/> Usually <input type="checkbox"/> No				

* 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 type="checkbox"/> acceptable working conditions (minimal exposure to the conditions listed below)	Normal office environment	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 type="checkbox"/> smelly, dirty or noisy environment		
X travel	To and from campus meetings and suppliers	W
<input type="checkbox"/> working in isolated or crowded situations		
<input type="checkbox"/> other (explain)		

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