

Position Description Form (PDF)

College: Sir Sandford Fleming

Incumbent's Name:

Position Title: Web Developer

Payband: K

Position Code/Number (if applicable): S00421

Scheduled No. of Hours _____ 37.5 _____

Appointment Type: _____ X _____ 12 months _____ less than 12 months

Supervisor's Name and Title: Marilyn Strain, Manager, Digital Marketing & Creative Services

Effective Date: March 2018

Last Updated: October 31, 2019

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.

Plans, designs and maintains the Fleming College external website to support the organization's strategies and goals relative to recruiting and external communications using a variety of graphics and web development software applications, techniques, and tools.

Plans and designs the hardware and software infrastructure for the Fleming College. Note: Implementation and maintenance of infrastructure hardware often requires the incumbent to liaise with the I.T. department to provide problem identification and troubleshooting support.

Provides point-of-contact function for the Fleming college external website including initial contact, issue identification, problem resolution, follow-up and internal communication in the Creative Services and Marketing department.

Provides analysis, guidance and support for websites developed by multiple distinct groups operating within the college and requiring an online presence beyond that of the Fleming College external site.

Plans, designs, implements and maintains customized technical solutions relative to recruiting and marketing initiatives using a variety of hardware and software applications. When suitable software is not commercially available, it is developed in-house by the incumbent.

Responsible for the configuration, customization and implementation of the Salesforce Customer Relationship Management (CRM) platform used by the Marketing department. Defines data structure and manages prospective student and stakeholder data within the CRM.

Plans, designs and develops data input mechanisms (eg. web forms or event registrations) to integrate with the CRM, and designs / configures data input mechanisms within the CRM environment.

Defines internal staff processes and workflows related to CRM data management.

Provides instruction, guidance, and support for the CRM to the Marketing department management staff so that they may leverage the data collected to the best advantage of the College, and to inform strategic goals and future planning within the context of the CRM.

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*
1.Design and implement web structure, navigation and design. This includes translating vision and strategy into outstanding and compelling user interface design across multiple user devices, designing and implementing content management systems specific to the external site (e.g. Program pages), and ensuring that the web site conforms to contemporary Accessibility and document structure standards.	20%
2.Gather, edit, post and manage content. Incorporate data from EMS (Peoplesoft) into the external site, ensuring accurate information is delivered to stakeholders and resolving inaccuracies when they occur.	20%
3.Web server management. Troubleshoot, update and check link to other sites. Investigate, resolve web server application problems promptly	20%
4.Research and assessment of competitor's web presence, contemporary trends in user interface design, and emerging web-based technologies.	5%
5.Assist Marketing Team with various electronic marketing projects	10%
6. Plan, customize, configure and implement the Marketing department CRM (Salesforce) and related internal processes	20%
7. Other related duties as assigned	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:

4 yr Computer Science degree including:

- Web server management (Linux,Apache,MySql,Php)
- Relational Database design and management
- Web Application Development and Design
- Multiple programming languages including but not limited to PHP, HTML, CSS, Javascript, XML

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

X Minimum of eight (8) years

Experience in developing and producing at least 3 enterprise websites which illustrate an understanding of site architecture, intuitive navigation schemes and contemporary user interface strategies and design techniques.

Experience with web server/ computer management, enterprise networks, data communications, and security and data protection best practices.

Salesforce Administrator certification preferred

Expert knowledge in at least the following programming languages; HTML5, CSS, JavaScript, PHP, and XML.

Experience working with web server technologies such as Apache and IIS

Experience in the management and use of complex relational database information systems

Advanced knowledge of mobile and desktop device compatibilities, browser compatibilities and search engines.

Experience working with Adobe Creative Cloud products, Microsoft Office products.

Experience customizing and configuring the Salesforce environment to meet the broad requirements of an enterprise organization.

Experience working independently in a team-based environment which requires prioritization, self-motivation, and a high degree of problem solving in a customer service context.

Project management experience.

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.

A new device, or new technology within an existing device has been brought to market and the external College website does not perform as expected or desired under the new device environment.

How is it identified?

The issues that accompany the release of a new technology are typically extremely broad in scope, complex and multi-faceted. Identification of related issues are most often anecdotal reports or observational notes made by multiple stakeholders that describe the symptoms of an issue within the context of their own understanding of the new technology. Given that the technology is heretofore unknown to users and developers alike, and the initial reports typically only affect a small group of early-adopters, the requirements of an appropriate response are vague and incomplete.

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

Further investigation is always required in order to understand the full implications of the new technology. An assessment of the impact of the new technology must be performed. The assessment must consider a very broad range of device and software (ie. internet browser) combinations that have varying levels of support, distinct user interfaces and limited user-understanding of the environment. .

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

Determining the most appropriate response to an issue introduced by a new technology requires the Incumbent to;

- analyze how a typical user will interact with the new technology, and how it will present a website to the user
- interpret the expected behaviour of the new technology by the individual stakeholder, which may or may not align with the behaviour expected by the Incumbent, or with the intent of the product creators.
- apply the generally accepted principles of user interface design as it pertains to an enterprise web presence and produce an effective and compelling user experience leveraging the new technology to the greatest extent possible, without negatively affecting those that have not yet adopted it.

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

Experience and experimentation, device whitepapers, developer forums and online knowledge-bases, manual testing directly on the device or via device emulators.

3. Analysis and Problem Solving

#2 regular & recurring

Key issue or problem encountered

The user interface of the external College website is not displaying information as designed, or presentation of the information is inconsistent across different devices.

How is it identified?

The issue may be reported by a single user working within a specific environment and hardware/ software combination, or multiple users working within a broad spectrum of hardware/ software combinations, making identification of error a complex and multi-faceted endeavour.

The reports are anecdotal or observational in nature.

The variable nature in which issues present across the spectrum of hardware/ software combinations means that the symptoms of error are often vague and incomplete, and inconsistent in presentation

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

Further investigation is required to determine if the issue is;

- unique to a single user on a specific device (eg. PC or Mac, Android or iOS) using specific software (eg. an Internet browser such as Internet Explorer, Safari or Chrome), or;
- affects many users on a single kind of device, or;
- affects many users on many different devices using multiple hardware and software combinations.

After the scope of affected users and devices has been determined it is further necessary to determine in which layer of the web application the issue lies. It may be in one or more of the 'Presentation layer' (eg. HTML5, Javascript, CSS), the Application layer (eg. PHP, SQL), or Network / Data access layer (eg. communications layer).

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

Analysis of the issue within an unknown or newly changed ('updated') environment requires the Incumbent to examine the presentation of the reported issue(s) and compare and contrast the presentation of each error with that of all known environments to determine the point of failure.

The progressive nature of technology often means that the environment that is affected by an issue may be entirely new and unknown to the user and the Incumbent, or that an issue is suddenly present under a specific environment where it had not existed before.

Further;

- a single issue may present differently on different devices
- a single issue may present similarly on different devices but cause secondary issues in a precipitous manner, and the presentation of the secondary issues may present differently on different device / software combinations

When the issue is positively identified, the Incumbent then must conceive of and implement a corrective mechanism that simultaneously fixes the issue at hand without negatively affecting any other device / environment.

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

Experience, device whitepapers, software documentation, developer forums and online knowledge-bases, manual testing on multiple devices or device emulators

#3 regular & recurring

Key issue or problem encountered

The external College website is primarily a data-driven software application, with Peoplesoft (an Enterprise Management System) as one of the primary sources of information. However, the website is displaying incorrect information, or is not displaying all expected information, or is not functioning as designed or expected with respect to the data existing within Peoplesoft.

How is it identified?

An end user or stakeholder indicates that information displayed on the external website (eg. Program or Course information) is incorrect, incomplete, or inconsistent with data that has been entered into / known to exist in the Enterprise Management System.

This kind of error is vague in that the symptom of incorrect, incomplete, or missing information does not necessarily provide any indication as to the root cause of the error.

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

Issues of this sort are complex and multi-faceted. Further investigation is always required and typically involves the Incumbent liaising with colleagues in a variety of departments in order to pinpoint the root cause of the error.

The source of the error may be any one of, or any combination of the following;

- a data-entry error within Peoplesoft made outside of the scope of visibility of the Incumbent;
- a data-integrity issue between core Peoplesoft data and the data provided for display on the external website via the 'datamart';
- a misinterpretation of the meaning of a piece of Peoplesoft data within the context of the specific data request at issue;
- a SQL coding error;
- a programming error in the code used to display the Program or Course;
- a network or communication error between Fleming servers and / or third-party and external resources

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

Determining a solution requires analysis of a broad range of possible causes, many of which are outside of the role of the Incumbent. Therefore, the Incumbent must work with a variety of institutional resources (staff) and interpret the description and understanding of the issue as it relates to each individual's role in order to derive a solution that will correct the problem.

When the issue at hand is data-related; there is very limited, if any, documentation that describes the relational structure of the data that represents (eg) Program and Course information within the Enterprise Management System. Beyond a few generally applied data constructs, the Incumbent must derive the meaning of specific data-fields by applying an understanding of relational-databases to existing data and infer meaning to specific values within that data by observing and comparing the value to that of the greater context of all, or a larger sample of, Program or Course data in order to fully understand the issue. Once a complete picture of the circumstance has been developed, the Incumbent must then conceive of, create and institute a solution.

When the issue is programming related; the Incumbent must rely on experience and expertise to determine the cause of the error – which may be a coding error in one of, or any combination of, at least 5 different programming languages (PHP, HTML5, MySQL, Javascript, CSS, etc) for which there are no established or observed coding standards.

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

The incumbent primarily relies on experience and expertise.

There is no documentation available that describes or defines the data structure of the Enterprise Management System databases that provide the information on which the website relies.

There are no established or observed coding standards for the programming languages used in development of a data-driven website such as the external College website.

The only sources available are online resources that document the core functionality of the programming languages themselves (eg. php.net).

3. Analysis and Problem Solving

#1 occasional (if none, please strike out this section)

Key issue or problem encountered

How is it identified?

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

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

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

None

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.

The incumbent is responsible for launching a new external website for Fleming College. Incumbent is the point of contact for the project for all matters concerning hardware and software infrastructure supporting the website, third-party software and code libraries, and integration points for the CRM (Salesforce).

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

Incumbent is required to assess and make recommendations on the hardware and software components of the server/network infrastructure that delivers the web site to the end user, analyze the impact of procedural changes to the way information is gathered and posted to the site and schedule various activities related to the generation of content and media by various staff members. This must be done while maintaining the existing site and juggling many competing priorities.

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

Multiple sources of documentation, past experience, appropriate software and hardware, an understanding of recruitment cycles and the requirements of various marketing initiatives (eg. Open House)

How is/are deadline(s) determined?

Deadlines are determined by assessing and prioritizing various aspects of the overall project based on competing projects/ initiatives and the availability of other staff and stakeholders to provide content and/ or resources.

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 in concert with the Digital Marketing Manager will determine if the project requires change.

The incumbent must adjust their work schedule to accommodate change. Change in the project may impact the work schedule of others, or may require additional work from others. Deadlines or work schedule conflicts would be reported to the Digital Marketing Manager.

Eg. The incumbent recognizes the need for secured authentication for staff members from the external web server in order to access content intended only for an internal audience. This process does not currently exist. The incumbent would propose, discuss and alter timelines as part of a project meeting with the Digital Marketing Manager. The incumbent must manage these changes within their own workload and notify the Digital Marketing Manager of any workload conflicts. This project change would require additional work from others in order to facilitate timeliness and success of the project.

4. Planning/Coordinating

#2 regular & recurring

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

Develop new approaches to cost effectively produce web marketing and promotional activities on a project by project basis

Eg. Produce a system that allows prospects to register online for Fleming's Open House event. The registration process will collect demographic information about the prospect, add / update the prospect information to the CRM (Salesforce), and create and deliver (via email) a 'ticket' to the event that can be scanned using a handheld barcode scanner or mobile device allowing online registrations to be reconciled with actual attendees.

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

Incumbent will assess the overall goals of the project, the time requirements of the project, and the internal and external resources needed. Coordination with internal staff may be required in order to provide an accurate implementation plan to the Digital Marketing Manager. Incumbent is responsible for creating and updating the project timeline.

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

Research and analysis of emerging and/ or established technologies as well as various device and browser capabilities and limitations. An understanding of current user/ cultural trends and how those trends can be leveraged to maximize the impact of the project.

How is/are deadline(s) determined?

Consistent with the specifics of the promotional activity, and measured against competing priorities.

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.

Digital Marketing Manager, marketing team, incumbent and stakeholders.

Eg. It is determined by the Digital Marketing Manager that a competing priority must be completed ahead of the Open House Registration system in order to meet organizational needs. The incumbent would investigate the requirements of both projects and determine and make recommendations on the most efficient way to move forward with the smallest possible impact to overall goals. It may be necessary for the incumbent to adjust the timelines of their own workload, or to assign work to other staff members to successfully complete both projects.

#3 regular & recurring

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

Implementation of a Customer Relationship Management (CRM) system for Marketing and Recruitment; ie. Salesforce

The Incumbent is responsible for planning, configuration, and customization of the CRM environment.

Further, as the deployment of a CRM will fundamentally modify recruitment priorities and strategies, in consultation with the Recruitment Manager, the Incumbent defines the internal work flow of Recruitment staff in order to integrate use of the CRM environment into day-to-day activities and satisfy strategic objectives and long-term goals of the Recruitment manager.

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

The Incumbent is the point of contact for the project, internal staff, and the college community.

Meeting the plan objectives will require the involvement of staff from multiple departments in order to coordinate the integration of the CRM into the multi-faceted recruitment strategies and processes. These include but are not limited to events such as; Open House, program specific campaigns, high school visits, College Information events, Welcome Days, and Orientation.

Incumbent assesses the overall goals, time requirements, and the internal and external resources required for the project. Incumbent is responsible for creating and updating the project timeline. It is often necessary to modify the priorities of others in order to meet project timelines.

The project will have an ongoing impact on the planning of, execution, and post-event reporting of recruitment initiatives and customer relationship processes, and in turn will require ongoing coordination and planning affecting many staff across multiple departments.

This project will be executed concurrently with many other competing major Digital Marketing initiatives with overlapping deadlines, such as a web site redesign or custom application build.

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

A broad understanding of employee workflows, and strategic goals, objectives, and initiatives of Student Recruitment as well as other groups within the college.

Knowledge of college-wide timelines and recruitment cycles, as well as the specific deadlines and milestones of discrete departments within the college.

Salesforce customer support, Knowledge-bases, help documentation, online guided-learning modules (Trailhead)

How is/are deadline(s) determined?

Coordination of project milestones with specific recruitment milestones and events.

As required by third-party vendors and stakeholders

Consistent with the specifics of the project plan

Measured against competing priorities.

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.

Digital Marketing Manager, Incumbent, marketing team and stakeholders.

If the changes required are directly related to the development of the CRM or any internal process or integration with the CRM, the decision will be made by the Incumbent.

The Incumbent will assess the impact of the change on current processes and staff workflow. It may be necessary for the incumbent to adjust the timelines of their own workload, after consultation with the management team, or to assign work or modify the priorities of other staff members to successfully complete the change.

If the changes are required to accommodate competing priorities, or a change in strategic objectives, then the Incumbent will work with the management team to assess the scope of the changes and determine the overall impact.

4. Planning/Coordinating

#1 occasional (if none, please strike out this section)

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

[Empty dashed box for listing project and role of incumbent]

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

[Empty dashed box for listing organizational and/or project management skills]

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

How is/are deadline(s) determined?

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.

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 type="checkbox"/>	<input type="checkbox"/>	Minimal requirement to guide/advise others. The incumbent may be required to explain procedures to other employees or students.	
<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.	
<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 they have the responsibility to demonstrate correct processes/procedures or provide direction.	
X	<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.	The incumbent is responsible for setting timelines and prioritizing projects related to the production and maintenance of the Fleming College website for other members of the web development team. When possible, tasks are allocated according to the experience or specific skill set of team members. Direction and/ or instruction is provided when required by the team member, or when the course of action is not clear.

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)
Guidelines provided by Digital Marketing Manager or internal client: strategy, key messages, and desired timeframe Rough guidelines of each project's overall objectives, expected outcome measures and date of delivery are provided.	

What rules, procedures, past practices or guidelines are available to guide the incumbent?	
Regular and Recurring	Occasional (if none, please strike out this section)
Due to the dynamic and volatile nature of web-based technologies and devices, the procedural resources available are marginal, and past practice is often no longer a viable option. Manuals, online documentation and knowledge bases must be referred to often in order to complete projects.	

How is work reviewed or verified (eg. feedback from others, work processes, Supervisor)?	
Regular and Recurring	Occasional (if none, please strike out this section)
Work is usually discussed with team participants throughout and at the completion of a project. Specific elements of projects are reviewed and approved by the Digital Marketing Manager. When possible, work is placed on a development server to be reviewed by the stakeholders.	

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)

<p>Decisions on design and layout, and general marketing strategies of the college are made in consultation with the Marketing Team as well as Internal and External Clients on a project specific basis.</p>	
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<p>Describe the type of decisions that would be decided in consultation with the Supervisor.</p>	
<p>Regular and Recurring</p>	<p>Occasional (if none, please strike out this section)</p>
<p>Issues relating to corporate strategic direction or corporate department budget are discussed with Supervisor and/or senior leaders.</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>

Incumbent decides on all hardware and software components directly related to the web server, web site and supporting infrastructure. The incumbent is fully accountable for ensuring that the website remains functional and correct and that related projects are completed in a timely manner.

The incumbent is also responsible for sourcing/ commissioning and implementing supporting technologies and processes for specific recruitment projects as assigned by the Director of Marketing. (Eg. Geomapping application and Open House registration application).

Creativity is required in identifying and devising solutions to any required outcome. There are often many choices and rarely one correct answer and thus the individual has tremendous latitude to originate, design and implement creative solutions.

Most projects are outcome driven and therefore success can be measured by testing and benchmarking against project goals. Necessary modifications are identified and instituted by the incumbent, demonstrating considerable freedom to act independently to solve problems before or as they occur.

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?		
Web presence: - initiated by marketing team, internal or external client.	Incumbent asks questions of the customer in order to gain an understanding of the overall objective of the project. The incumbent then designs, develops and publishes the final product	Faculty Staff External clients	D
As point of contact for all issues related to the external website	Incumbent receives request or error notification, asks questions to gain a full understanding of the problem and determines the best available solution, as well how best to implement it As technology changes and evolves, it is often necessary for the incumbent to make modifications to the web site or supporting technologies proactively and ahead of the release date of the change in order to avoid interruption of the service.	Website users Staff Marketing Team Incumbent	W

Request from Marketing team for goal-based marketing initiative outside of the scope of the external website	Incumbent creates product, service or process based on the end goal of the request. A complete understanding of the needs of the customer must be obtained. Often the customer is unaware of how their goals can be achieved and it is the responsibility of the incumbent to conceptualize, design and develop the end product. A necessary facet of any project is the anticipation of potential barriers to success from the perspective of the customer, and put measures in place to mitigate those barriers or assist the customer should they encounter said barrier.	Marketing Team Staff Internal client	M
Web Site Content Management - request received from marketing team, internal client, faculty or staff.	Incumbent revises content on web site, and publishes changes.	Marketing team Internal client Faculty Staff.	D
Custom Content Management System for clients	Incumbent designs / creates the required infrastructure and user interface required in order to allow clients to manage online content	Marketing team, Internal client, Faculty, Staff	I

<p>Web Application as an addition to the external web site for an Internal client</p>	<p>Employing their broad understanding of the needs of users of the College website and its stakeholders, the Incumbent assesses the existing web presence of a given stakeholder and observes an opportunity to improve on or create a web application that leverages newly available technologies and / or will provide important and relevant information to the stakeholder, or to the prospective student / user.</p> <p>Incumbent approaches stakeholders and proposes the concept of the application explaining the benefits of the application within the context of contemporary online and consumer device trends.</p> <p>Incumbent anticipates pitfalls and potential barriers to delivery and proactively implements safeguards and processes / procedures to ensure reliable service provision and content integrity.</p> <p>Examples:</p> <ul style="list-style-type: none"> - Education Pathways interactive web application - Dual Credit web application - Enrolment maps - Open House registration system and reporting tools - Discover Days registration system and reporting tools 	<p>Marketing team Internal client Faculty Staff.</p>	<p>M</p>
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<p>The Marketing Director expresses an interest better leveraging the Customer Relationship Management software. The existing implementation is minimal/non-existent and the potential benefits are as yet undiscovered.</p>	<p>Based on the incumbent's understanding of current recruitment strategies and in anticipation of emerging marketing priorities, the incumbent proactively institutes a CRM system or new CRM process.</p> <p>The CRM is specifically designed to meet existing customer relationship management requirements and accommodate any future requirement, with foresight into potential problems so as to mitigate any undesirable consequences.</p>	<p>Marketing Director Digital Marketing Manager Student Recruitment department Marketing team Internal clients External Clients</p>	<p>W/M</p>
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* 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			
Explanation and interpretation of information or ideas	To consult or obtain guidance on issues arising from current or future projects	Director	D

Imparting technical information and advice	To consult, request information, provide advice, influence others to obtain agreement	Academic Team Leaders, program coordinators, other faculty, and other service area leaders	D
	Consults, provides advice	Marketing team members, liaison officers, Alumni Office, IT personnel	D
	To request and discuss statistics, provide advice on projects	FDR, telemarketing	W
	Proper processes and techniques to enter data into web forms related to content management systems – e.g. use of html tags to provide improved on-screen display	Stakeholders, college clients, faculty and service area employees	W
	Train the Front-end Web Developer on contemporary/ evolving coding practices and emerging web technologies (eg. AODA Compliance techniques and implementation of structured data / JSON-LD markup patterns). Give knowledge about the institutional infrastructure that stores and delivers the data that drives the external college website (eg. the relational database structure of the 'Datamart' and the network and server infrastructure of the external website.) Provide authoritative information about the unique requirements in content and user interactivity of various stakeholders of the college web site (eg. college departments and distinct external audience segments)	Front-end Web Developer	D

Instructing or training	Instruct Recruitment staff on the fundamental concepts of the CRM in a formal workshop setting. Training sessions include demonstrations and documentation produced by the Incumbent that is specific to the CRM environment that is unique to Fleming College, and tailored to provide the most relevant information to Fleming staff.	Recruitment manager, Recruitment staff, Digital Marketing manager, Director of Marketing	M (Quarterly)
Obtaining cooperation or consent	Obtaining cooperation when client goals/ objectives or design ideas are contradictory to the limitations defined by current technology/ design best practices or college policy. There is also often a need to propose and gain cooperation when a service designed or developed by the incumbent to meet an organizational goal necessitates a change to a colleague's typical workflow or process. Eg. The Open House registration application requires modification of the process the staff members in FDR aggregate and report data about the event. The new service simply would not work without first gaining the cooperation of those staff members.	Stakeholders, college clients, faculty and service area employees	M
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
Walking	D	X			X		
Sitting at the computer	D			X	X		
Keyboarding	D			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)

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
Focus and concentration is needed to simultaneously attend to all aspects of the creative process including writing, editing, checking colour, measuring final sizes, coding and overall appeal .	D/W			X
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <input type="checkbox"/> Usually <input checked="" type="checkbox"/> No Often there are time-sensitive business processes that arise intermittently throughout the work week that require the incumbent's immediate attention				

Activity #2	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				

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)*
X acceptable working conditions (minimal exposure to the conditions listed below)	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 other campuses	I
<input type="checkbox"/> working in isolated or crowded situations		
<input type="checkbox"/> other (explain)		

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